LEATHER AND SHOES' **FORECAST FOR '50**

# LEATHER and SHOES

ANNUAL
REVIEW AND PREVIEW
NUMBER

DECEMBER 30,
1949

VOLUME 118
No. 29


Easy on the Eyes
...and on the Feet
That's why Gallun's Mandarin Calf is the leather that sells your shoes
*Good looks* are what make your customer say, "Let's try that on!" And comfort is what makes him say, "That's for me!" Gallun's Mandarin Calf gives you *both* in full measure — with its supple chrome-tanned calfskin, its rich gleam, flawless finish, and deep, mellow color.
You'll be seeing your well-shod customers again and again. Mandarin Calf, like Gallun's famous vegetable tannages, wins their hearts — brings them back for more. Keep them coming in. Check the Gallun numbers when you make up your orders to leading manufacturers. *A. F. Gallun & Sons Corporation, Tanners, Milwaukee, Wisconsin*
Mandarin Calf
T-89
chrome-tanned
ONE OF THE FAMOUS GALLUN TANNAGES
Norwegian Calf
hand-boarded grain
GALLUN leathers
Normandie Calf
hand-boarded, glazed
Cretan Calf
smooth but not glazed

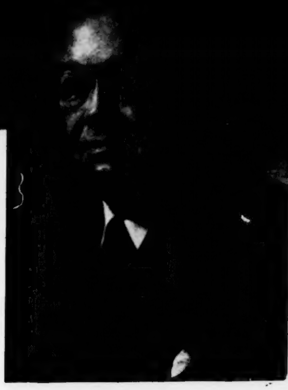
# *Thanks*

..for the privilege of doing business with an industry second to none...for the opportunity to work out problems and serve you to the best of our ability... for the right to build and progress as free men

*...and Best Wishes*

to all of you for a happy and prosperous future.

| | |
|---|---|
| L H Lincoln | H B Lincoln |
| PRESIDENT | VICE PRESIDENT |



# *L. H. Lincoln and Son, Inc.*

COUDERSPORT, PENNSYLVANIA

MANUFACTURERS AND DISTRIBUTORS OF TANNING MATERIALS • CONSULTANTS ON TANNING PROBLEMS

VOL. 118, NO. 29 December 30, 1949

LEATHER and SHOES

ESTABLISHED 1890

PUBLISHER
**Elmer J. Rumpf**

EDITOR AND ASS'T PUBLISHER
**William A. Rossi**

NEWS AND MARKET EDITOR
**Irving B. Roberts**

PRODUCTION MANAGER
**Paul C. Tedford**

ADVERTISING MANAGER
**Philip Melhado**

CIRCULATION MANAGER
**June Mason**

OFFICERS

President: Elmer J. Rumpf; Vice Presidents: C. E. Belding, F. G. Moynahan, W. A. Rossi, C. R. Byrnes; Secretary, L. C. Bedford.



300 WEST ADAMS STREET
CHICAGO 6, ILLINOIS
PHONE—CENTRAL 6-9353

**EDITORIAL OFFICES**
10 HIGH ST., BOSTON 10, MASS.
PHONE—LIBERTY 2-4652

BRANCH OFFICES

**BOSTON 10, MASS.**—Frederick G. Moynahan, 10 High St., Liberty 2-4652 • **NEW YORK 7, N. Y.**—Cardwell E. Belding, 20 Vesey St., Barclay 7-8783 • **PHILADELPHIA 40, PA.**—Cardwell E. Belding, 6008 Jefferson St., GReenwood 7-6785 • **CINCINNATI 2, OHIO**—Robert O. Bardon, 529 Sycamore St., Main 6662 • **ST. LOUIS 6, MO.**—William Creahan, 2549A N. Market St., Central 3494 • **GREAT BRITAIN, AND EUROPE**—J. B. Tratsart Ltd., 5 London St., London, W. 2, Paddington 5946 • **SWEDEN & NORWAY**—Nils Haraldson, Drottninggaten 2, Orebro, Sweden, Orebro 13027.

MEMBER: AUDIT BUREAU OF CIRCULATIONS

MEMBER: ASSOCIATED BUSINESS PUBLICATIONS

LEATHER and SHOES, The International Shoe and Leather Weekly, published weekly (one additional issue during February, May, August, November and December) by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Ill. Cable address: HIDELEATH. Subscription price: United States, $5.00; Canada, $6.00; Foreign, $7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional enrry at Boston.

# CONTENTS

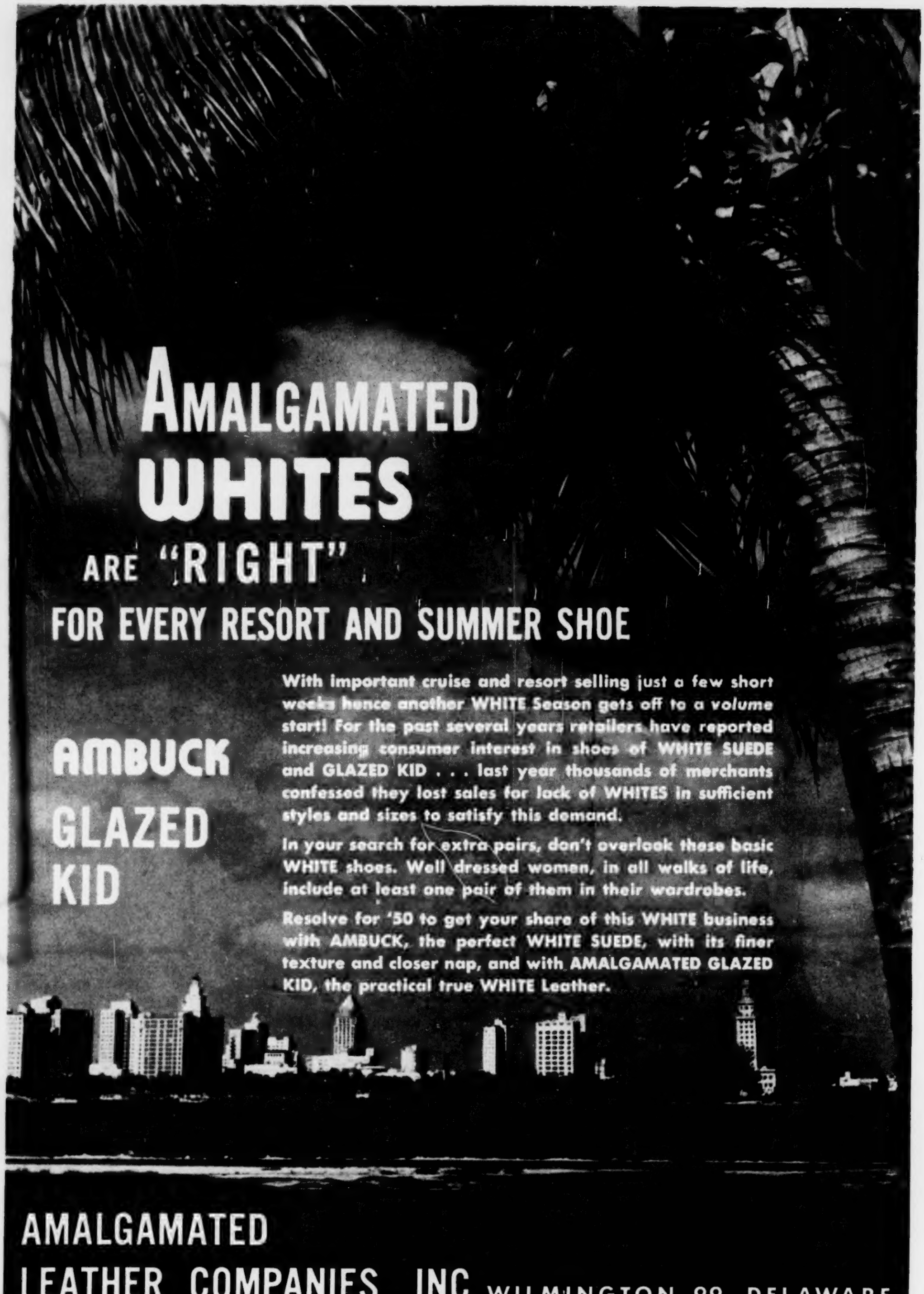
## PREVIEWS



## TRADE ASSOCIATIONS—PREVIEWS

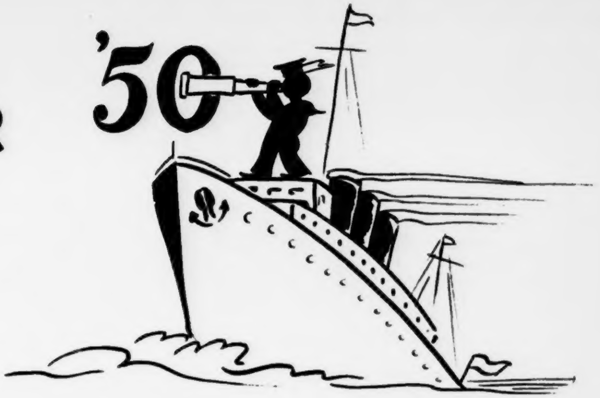


## REVIEWS


AMALGAMATED
WHITES
ARE "RIGHT"
FOR EVERY RESORT AND SUMMER SHOE
AMBUCK
GLAZED
KID
With important cruise and resort selling just a few short weeks hence another WHITE Season gets off to a volume start! For the past several years retailers have reported increasing consumer interest in shoes of WHITE SUEDE and GLAZED KID . . . last year thousands of merchants confessed they lost sales for lack of WHITES in sufficient styles and sizes to satisfy this demand.
In your search for extra pairs, don't overlook these basic WHITE shoes. Well dressed women, in all walks of life, include at least one pair of them in their wardrobes.
Resolve for '50 to get your share of this WHITE business with AMBUCK, the perfect WHITE SUEDE, with its finer texture and closer nap, and with AMALGAMATED GLAZED KID, the practical true WHITE Leather.
AMALGAMATED
LEATHER COMPANIES, INC. WILMINGTON 99, DELAWARE

## Leather And Shoes

# FORECAST FOR '50



IN this issue *Leather And Shoes* presents the results of what is perhaps the most complete and comprehensive survey ever conducted in the shoe and leather industry. A detailed poll of nearly 2,000 industry executives was divided as follows:

641 shoe manufacturers
254 tanners
91 shoe chain stores
93 department stores (shoe sections)
80 other key shoe distributors (mail order, large independents)
92 shoe wholesalers
295 manufacturers of shoe materials and supplies
200 manufacturers of tanning materials and supplies
70 hide and skin dealers
95 shoe stylemen and shoe designers

In addition, a labor outlook report on the shoe industry for 1950 consisted of direct contacts with executives of the three main shoe unions: United Shoe Workers of America, CIO; the Boot & Shoe Workers Union, AFL; and the Brotherhood of Shoe and Allied Craftsmen (a New England independent.) Also, a Washington report of direct interest to the shoe and leather industry, based on personal interviews with government officials.

Lastly, 16 leading trade organizations in the shoe, leather and allied industries each contributed an official executive report on the outlook for 1950 as affecting, and seen by, each organization.

### Condensed Report

Altogether, 18 key branches of the shoe and leather industry provide reports dealing specifically with those branches. These are in addition to the 16 trade organization reports. These reports and survey results are presented in condensed, all-meat-no-fat manner, many of them accompanied by illustrative charts to present a graphic picture along with the briefed text. These reports, all combined, should provide an invaluable insight into the thinking and plans of the shoe and leather industry for the year ahead.

### The Outlook

Well, how does the industry feel and think about the year ahead? A majority and general report looks like this: the industry sees general business strong in the first half, then a leveling off or decline in the last half—but no recession. Production will hold its own with 1949, or may be slightly better, especially in some products or lines. Sales are seen holding their own with 1949, probably slightly up in some goods. Costs will be higher—a continuation of cost increases that started in 1945. On prices there is a solid front: some the same as 1949, some higher a bit, few lower. Only about a third (it varies with each branch) plan expansions. Practically every branch plans vigorous promotional activities for the year ahead.

Though each branch sees the year ahead differently, with specific attention to its own field, there is a fair degree of integration and consistency of thinking and opinion. This is plausible when we consider that both the shoe and leather industry is characterized by a wholesome degree of "stability" which can be "predicted" with a fair degree of accuracy. But there are shifts within the framework of this stability—shifts as denoted by the varying movements of each branch. It is these shifts or fluctuations of each branch which create the "market activity" within the relatively stable framework. Hence the value of polls and surveys.

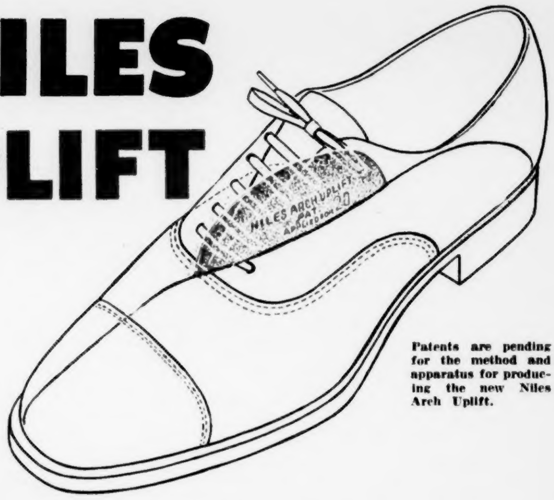
### Can We "Predict"?

Some businessmen frown upon polls, see surveys with skepticism. They are opposed to "crystal-ball reading." This attitude is somewhat ridiculous and without foundation. An opinion poll is just that—designed to gather and coordinate opinion on specific matters. *How a man thinks, so he acts.* Opinions are the forerunners of plans, and plans crystallize into action. *It is that action—based on the original opinion—which determines the general course of business and influences "the market."*

This is a far cry from "crystal-ball reading." Nobody knows the future, and few intelligent businessmen profess to foresee it. But *no* business is conducted blindly, without opinion which precedes action. Thus, opinion becomes a vital motivating force which influences the general planning and course of a business. A group of similar opinions on a specific matter influences—if not determines—the course of an industry.

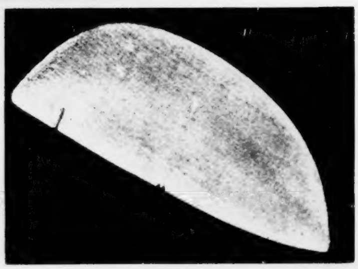
Basically, this is the idea behind *Leather And Shoes'* "Forecast For '50" survey. It is certainly no attempt to "predict," to peer behind hidden curtains. It is simply an endeavor to probe current opinion and plans in the industry—the very opinions and plans which will have bearing upon the actions of the industry during the coming year. And in this respect, "Forecast For '50" should render an important service to the industry.

# *the New* NILES ARCH UPLIFT




**Invented and developed by Michael L. Niles**

Patents are pending for the method and apparatus for producing the new Niles Arch Uplift.



1. The Niles Arch Uplift is cut, skived and degrained before molding.

2. Reverse side of Uplift after buffing, showing no skiving marks.

## Gives a Lift to Your Shoe Sales

- **Adds to the shoe wearer's comfort**
- **Retains the shape of the shoe**
- **Will prevent fallen arches**
- **Eliminates cutting special orthopedic insole patterns**

**Now being used in several of the nation's top shoe lines for Men's, Women's, Boys', Misses' and Children's shoes.**

The new Niles Arch Uplift is the greatest advancement ever made in arch supports. Its use will result in better shoes because it holds up the wall of the arch and retains the shape of the shoe; it affords more comfort; prevents fallen arches or supports broken arches.

It's the sales feature you've needed for sales-plus in your lines.

*Write today for samples and full information.*

3. An innersole with the Uplift attached.

4. Channeled and stitched to the innersole ready for assembling into the shoe.

**VAN HORNE-KAESTNER LEATHER CO.**
**1911 SOUTH ALLIS ST., MILWAUKEE 7, WISC.**

# FORECAST FOR '50

# Men's Shoes

### General Business

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Same, 48 percent; better, 36 percent; poorer, 16 percent.

The improvement is seen as averaging 8-12 percent, the decline as 5-7 percent. Over-all, the first half of the year looks good, but the second half is seen as doubtful or appreciably below the 1949 level.

### Production

**2. How do you see men's shoe production—better, lower or about the same as 1949?**

Same, 77 percent; lower, 16 percent; higher, 7 percent.

Most men's producers seem resigned to the "stability" of their business. This applies to almost all price lines. Many of the higher priced lines see the seasonal promotion program as bringing results.

### Sales

**3. How do you see shoe sales (for the type of shoe you make) higher, lower or about the same as 1949?**

Same, 61 percent; lower, 20 percent; higher, 19 percent.

Producers of lower-priced lines and casuals were more optimistic. Those voting "hgher" see sales up 5-10 percent, while those voting "lower" see a mild decline of 3-5 percent. The "seasonality in footwear" program is still a question mark, but all are watching it closely as a possible key to improved sales.

### Prices

**4. How do you see prices (for the type of shoes you make) —higher, lower or about the same as 1949?**

Lower, 38 percent; same, 37 percent; higher, 25 percent.

The decline is seen at about 5-8 percent, the increase at 3-7 percent. But 75 percent sees no increase in prices. One important reason is the movement into more casuals and lower-priced lines. But appreciable price reductions that might inspire sales are not seen yet.

### Costs

**5. As compared with 1949, do you think your costs will be the same, higher or lower?**

Same, 46 percent; higher, 38 percent; lower, 16 percent.

Labor is seen by 68 percent as rising, by 27 percent as remaining the same. Hopefully, 47 percent see material costs declining, 27 percent see no change, while 26 percent see a slight rise. On distribution and overhead costs, 57 percent see no change, while 28 percent see an increase (inflation of fixed charges), and 15 percent see a decrease.

### Expansions

**Does your firm plan any expansion of facilities or operations for 1950?**

No, 78 percent; yes, 22 percent.

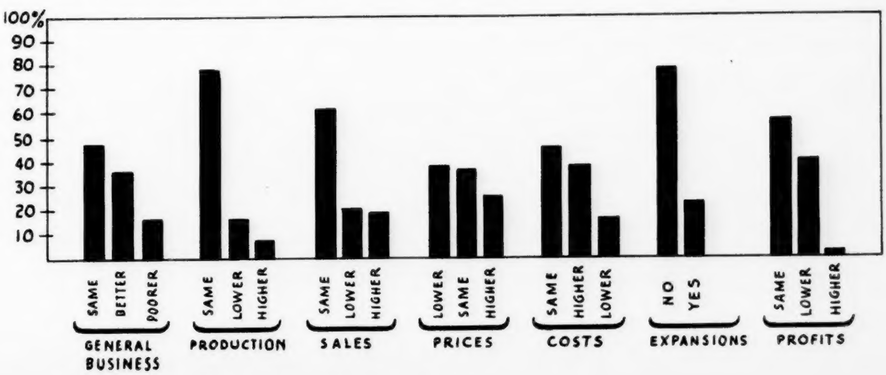
Nearly four-fifths feel that current facilities and operations are sufficient for the "stabilized output" of the men's shoe branch, that increased output could be easily managed under present capacity. Over one-fifth, however, feel that modernized mechanization is necessary to lower costs and prices and gain a competitive edge in going after increased business in a limited market.

### Profits

**7. Do you foresee your profits as higher, lower or about the same as 1949?**

Same, 57 percent; lower, 40 percent; higher, 3 percent.

Men's shoe producers appear either resigned or pessimistic regarding profits next year. Resigned to continuation of "currently slim" profits, or seeing price and sales squeezes thinning profits by 5-10 percent. Several cited "hopes" that appreciably expanded sales could provide better profit margins, but doubted that even all-out selling effort by the producers as a group could change the picture in one year.



Leather And Shoes'

# FORECAST FOR '50

# *Women's Shoes*

### General Business

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Same, 66 percent; lower, 21 percent; higher, 13 percent.

The very large majority sees a wholesome first half. Opinion on the second half is shaded: "doubtful" to "a decline." The over-all decline for the year is seen amounting to about 5 percent. Those voting "higher" showed more vigorous confidence, seeing the rise amounting to 10-20 percent.

### Production

**2. How do you see women's shoe production in your field—higher, lower or about the same as 1949?**

Higher, 46 percent; lower, 32 percent; same, 22 percent.

Most of the higher-priced manufacturers see a "mild" decline in dress types or higher-priced casuals and some types of staples. But increases are seen for most lower-priced lines, with lower-priced casuals moving up 10-15 percent. Overall production will tend upward.

### Sales

**3. How do you see women's shoe sales in your field—higher, lower or about the same as 1949?**

Higher, 59 percent; lower, 28 percent; same, 13 percent.

The majority is optimistic in its sales outlook, with three-fifths of the total seeing a sales increase of 10-12 percent. More of the optimism was found among the producers of lower-priced lines and casuals, also house shoes and slippers. Strangely, some of the very high-priced lines ($20 up) are also optimistic: "We intend to broaden the consumer market for our shoes." Gist of majority opinion: Toughest competitive year since prewar is ahead. Those who interpret trends and changes fastest and most accurately will show sales volume increases. The others will merely hold present ground, lag or fail.

### Prices

**4. How do you see women's shoe prices for your field—higher, lower or about the same as 1949?**

Same, 63 percent, higher, 31 percent; lower, 6 percent.

In the face of demand for lower prices, 94 percent see no price declines. Though many manufacturers will continue the trend toward lower price lines, actual price cuts will be rare. Efforts will be made to provide improved quality without price increases, but little reduction of quality to achieve price cuts. Many stated that price increases should be greater, but will be held to a minimum. Chief significance is the possible intensity of price differences between retailers and manufacturers in 1950.

### Costs

**5. As compared with 1949, do you think your costs will be the same, higher or lower?**

Same, 59 percent; higher, 32 percent; lower, 9 percent.

Labor costs will be the same, said 48 percent, while 52 percent believe they will be up. Most (64 percent) say higher materials costs, while 29 percent say materials will remain about the same. Seventy-seven percent say distribution costs will stay the same, 23 percent say higher; 63 percent say overhead costs will hold about pat, while 21 percent say higher.

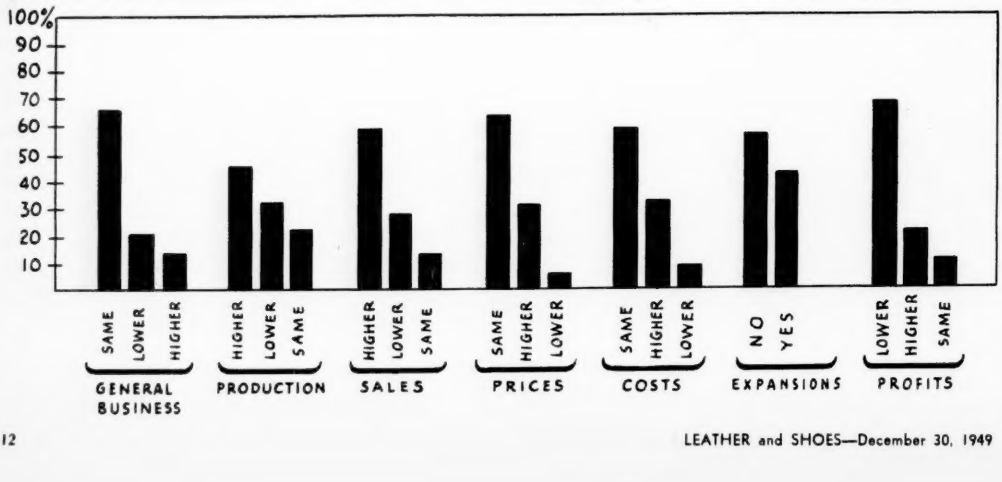
### Expansions

**6. Does your firm plan any expansion of facilities or operations for 1950?**

No, 57 percent; yes, 43 percent.

Introduction of new lines will bring about changes in some plants. Others plan modernizing and streamlining of some departments "to gear fo tighter competition." A little more than half the firms are tending toward "retrenchment" of operations, though not in sales efforts.

*(Concluded on page 93)*



# FIRM "FOOTING" FOR BETTER BUSINESS

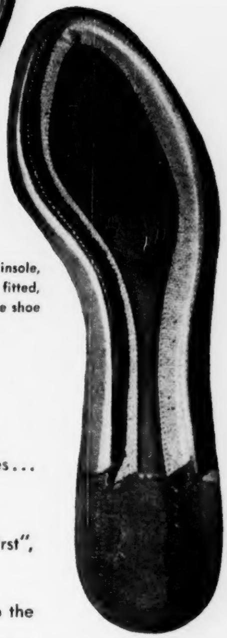
## onco New Cushion Welt Insole for Goodyear Welt Construction

**Spells Better Shoes . . . Lowered Costs . . . More Profits for You . . .**

**Also Available for Cemented Rib Process**

Onco channeled insole with lip set

Onco channeled insole



Onco channeled insole, completely fitted, ready for the shoe

You're on firm ground when you sell quality. And with this revolutionary new Onco Insole you'll make better shoes . . . footwear packed with sales appeal.

This new insole . . . latest Brown Company "first", lets customers walk on air . . . provides resiliency that gives new spring and zip to the step . . . new deep-down wearing ease next to the foot. Shoes need no breaking in. Customers enjoy "old shoe" comfort from the first . . . cushion comfort and flexibility never before available in genuine Goodyear Welt Construction.

Yet, this new Insole development requires not a single extra shoemaking operation! Your regular Goodyear equipment channels and fits it. Actually, costs are lowered!

Step out . . . stay out front in sales. For better business through better shoes, specify Onco. You'll "win in a walk!"

### *Look into it—and you'll find*

**Perfect uniformity of iron caliper. Uniform flexibility. Every fitted insole is identical.**

**Exceptional strength of channeled rib—for accuracy and permanence of throw on dimensions.**

**Insole rib is extra-firm, for better side lasting and inseam sewing operations.**

**Uniformity and improvement of foot surface appearance—high scuff resistance for the life of the shoe.**

**Will not crack, harden or be affected by foot perspiration.**

**Moulds and conforms perfectly to the shape of the foot as soon as the shoe is worn because of Onco Comfort Depth.**

onco Insole-ated®

COMFORT DEPTH AND FLEXIBILITY

**BROWN COMPANY, 500 Fifth Avenue, New York 18**

Leather And Shoes'

# FORECAST FOR '50

# Juvenile Shoes

### General Business

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Same, 59 percent; better, 26 percent; poorer, 15 percent.

A whopping 85 percent sees no decline for the year ahead. Those voting "better" see conditions improved by 8-15 percent, while those voting "poorer" see a decline, starting sometime after mid-year, of 4-10 percent.

### Production

**2. How do you see juvenile shoe production in your field—higher, lower or about the same as 1949?**

Higher, 54 percent; same, 38 percent; lower, 8 percent.

Juvenile shoe producers are the most optimistic of all shoe manufacturing branches, with 92 percent seeing output the same or higher. The continuing high birth rate is one reason cited by several. But production of lower-priced lines will increase at the expense of higher-priced.

### Sales

**3. How do you see sales of juvenile shoes in your field—higher, lower or about the same as 1949?**

Higher, 54 percent; same, 31 percent; lower, 15 percent.

Note the consistency of the votes in both sales and producton. Some 85 percent sees sales as steady or better. Those votng "better" see sales 5-15 percent higher, while those voting "lower" see a 2-5 percent decline. Two types hold especially good sales potential: California casuals, and novelty types. Many firms say these types will rise 10-15 percent in sales, and some plan strong sales drive on these types particularly.

### Prices

**4. How do you see prices for juvenile shoes in your field—higher, lower or about the same as 1949?**

Higher, 55 percent; same 34 percent; lower, 11 percent.

Eighty-nine percent see prices as steady or higher. The majority, 55 percent, believe prices will rise at least 3-10 percent, despite the intensifying demand for lower prices. Those voting "lower" see a price decline of 2-5 percent, "even though we can't possibly afford a price drop." They feel that tougher competition will force prices down a bit, regardless of cost pressures. Many of those voting "same" say they will hold the line on prices but will offer better value through improved quality.

### Costs

**5. As compared with 1949, do you think your costs will be the same, higher or lower in 1950?**

Hgher, 60 percent; same, 36 percent; lower, 4 percent.

Specifically, 71 percent see labor costs up, 29 per cent see labor costs the same, and none sees a decline. Mentioned by several: "Upped minimum wage rates will tend to raise *all* wages because of the necessity of keeping the margin between wage differentials." On materials, 58 percent sees an increase in costs, 31 percent sees these costs about the same, while 11 percent sees a mild reduction. About half see distribution costs rising, the other half see them the same as in 1949. Overhead was similarly divided, 50-50, with none seeing a decline.

### Expansions

**6. Does your firm plan any expansion of facilities or operations for 1950?**

No, 69 percent; yes, 31 percent.

Many of the "nos" cited expansion completed in 1949 that will hold through 1950. An appreciable number of the "yes" group cite intentions of introducing new lines on types, calling for some changes in facilities or operations.

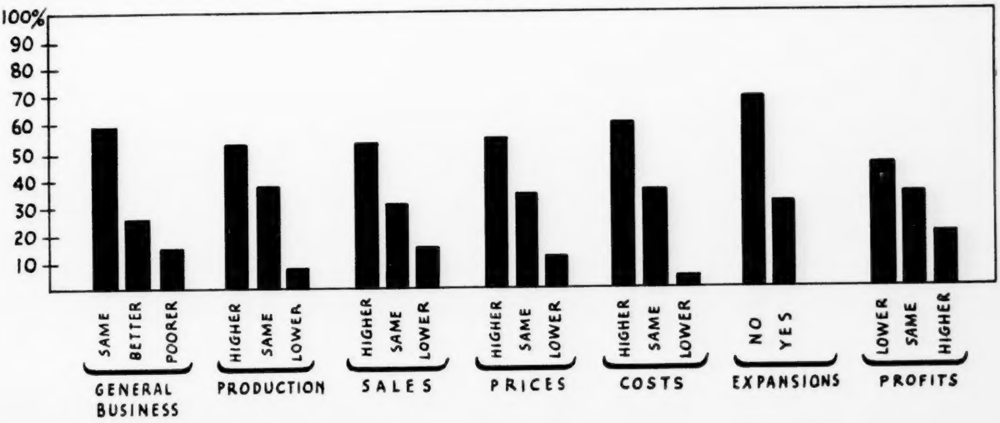
### Profits

**7. Do you foresee your profits as higher, lower or about the same as 1949?**

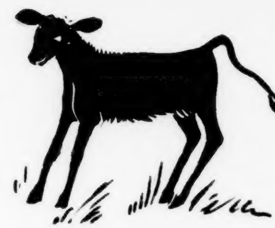
Lower, 46 percent; same, 34 percent; higher, 20 percent.

Here is fundamentally the universal pattern: profits sandwiched between rising costs not compensated

*(Concluded on page 93)*



# Calf Leather



**General Business**

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Same, 64 percent; poorer, 21 percent; better, 15 percent.

The general consensus: slightly above for first half, slightly down for last half, but balancing out about the same as 1949. Those voting "poorer" see "practically all backlogs filled, so now a downgrading."

**Production**

**2. How do you see calf leather production — higher, lower, or about the same as 1949?**

Same, 72 percent; lower, 19 percent; higher, 9 percent.

With outlook for calfskin production (domestic) holding no promise of increase over 1949, and net calfskin imports promising only slight improvement, calf leather output will closely match 1949 levels. Those voting "lower" see prices as hampering demand for more calf.

**Sales**

**3. How do you see calf leather sales—higher, lower, or about the same as 1949?**

Same, 67 percent; higher, 29 percent; lower, 4 percent.

Not much change in men's weights, but outlook is for increased sales in women's weights. Many spoke of the "pent-up demand for calf leather—if only prices will allow demand to be filled sales will show appreciable increase."

**Prices**

**4. How do you see calf leather prices—higher, lower or about the same as 1949?**

Same, 44 percent; higher, 29 percent; lower, 27 percent.

Three-fourths see no price decline, but most see price increase on women's weights, with little change in men's weights. Little expectation of appreciable increase in calfskin imports of desired weights at lower prices. However, one-fourth believes calf leather prices will decline "on the basis of competitive forces alone."

**Costs**

**5. As compared with 1949, do you think your costs will be the same, higher or lower?**

Same, 45 percent; higher, 30 percent; lower, 25 percent.

Three-fourths see no prospective drop in costs. Vote on specific costs: labor, 67 percent say up, 33 per cent say no change. Materials: 49 percent say no change, 36 percent say down, 15 percent say up. On distribution and overhead costs, 72 percent say no change, 19 per cent say up, while 9 percent say down.

**Profits**

**6. Do you foresee your profits as higher, lower or about the same as 1949?**

Lower, 62 percent; same, 23 per cent; higher, 15 percent.

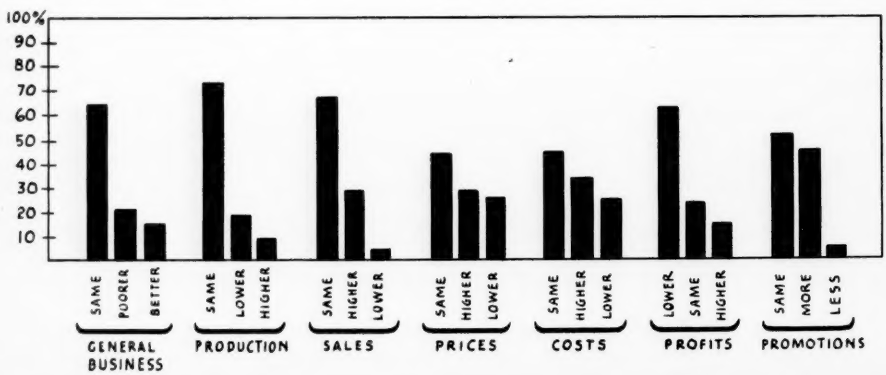
Those voting "lower" say profits will thin out 7-15 percent, while those voting "higher" say profits will improve 3-5 percent. Comment: "much depends upon questionable imports of desired weights and at prices allowing a profit margin on finished leather." Possibility of greater influx of lighter weight, better grade side leather cutting in on calf leather markets will also, say some, cut in on profits.

**Promotion**

**7. Does your firm plan more, less or about the same promotional activities for 1950 as compared with 1949?**

Same, 51 percent; more, 44 percent; less, 5 percent.

Voiced by many voting "same:" "We're promoting at nearly full capacity, but there should be no relaxation of effort. At today's prices it takes harder selling." Those voting "more": "To prevent a switch to cheaper or other types of materials we'll have to sell quality—and that takes more aggressive promotion."




Quality
OHIO CALF
Leather
ADMIRAL BLUE
#578
FEATURED IN THIS
Rhythm Step
by
JOHNSON, STEPHENS & SHINKLE SHOE CO., St. Louis

Leather And Shoes'

# FORECAST FOR '50

# Kid Leather

### General Business

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Same, 61 percent; better, 22 percent; poorer, 17 percent.

Most showed a hesitancy of "forecasting" beyond June, 1950. Most felt confident of good conditions—even higher than 1949—in the first half. None sees any sharp decline in the second half—only that "beyond June the air is somewhat foggy."

### Production

**2. How do you see kid leather production—higher, lower or about the same as 1949?**

Lower, 58 percent; higher, 21 percent; same, 21 percent.

The majority thinks there will be a mild decline of 5-8 percent overall, the decline beginning after Easter. Suede is seen falling off a bit from its long-reign peak, but balanced by some increases in glazed kid.

### Sales

**3. How do you see kid leather sales—higher, lower or about the same as 1949?**

Higher, 48 percent; lower, 39 percent; same, 13 percent.

There are two distinct "schools" of opinion here, and pretty evenly divided. The "lower" group sees only a mild sales decline, but enough to be noticed. "The heavy swing to casuals is doing us no good," as one puts it. The "higher" group, however, sees the wholesome shoe outlook as a "healthy sign for kid." Anticipated increases in imported rawstock at lower prices could give kid a real sales impetus.

### Prices

**4. How do you see kid leather prices—higher, lower or about the same average as 1949?**

Same, 58 percent; lower, 22 percent; higher, 20 percent.

Both the "higher" and "lower" groups think the price movement will amount to 5-10 percent. Much hinges on increased imports of goatskins at lower prices—and whether such imports would begin in appreciable amounts in time for processing to affect the 1950 price market. Foreign currency devaluations are expected to be favorably effective after the first half of the year. But this may be counter-balanced by inflationary tendencies here at home, forcing all prices upward enough to nullify the gain in lower rawstock costs.

### Costs

**5. Compared with 1949, do you think your costs will be the same, higher or lower?**

Same, 72 percent; higher, 16 percent; lower, 12 percent.

Only 20 percent see labor costs moving upward, while 43 percent see materials costs tending downward, while distribution and overhead costs will remain fairly stable. The confidence that labor costs will remain at about current levels contrasts with opinions of tanners of other leathers, who are resigned to some upward movement of labor costs.

### Expansions

**6. Does your firm plan any expansion of facilities or operations for 1950?**

No, 81 percent; yes, 19 percent.

As with most tanners, the kid leather group sees little real need for changes in plant, on the ground that current facilities and capacity can quite adequately carry any foreseeable work load. Capital expenditures are being held in abeyance "until we see which way the wind blows in Washington."

### Profits

**7. Do you foresee your profits as higher, lower or about the same as 1949?**

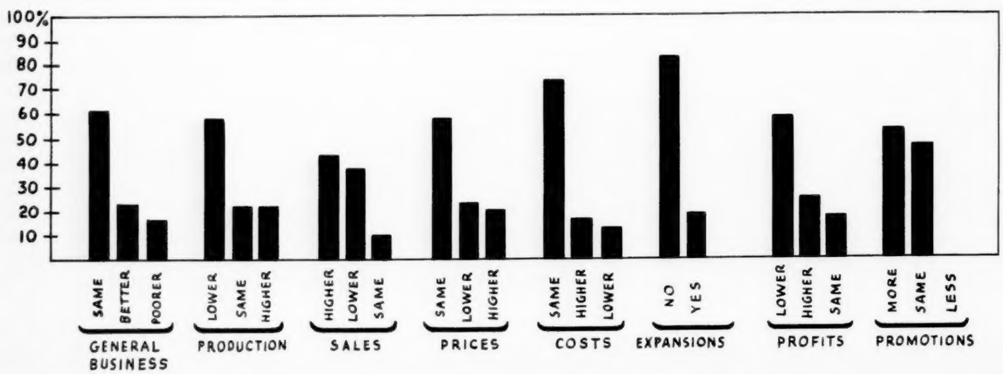
Lower, 58 percent; higher, 24 percent; same, 18 percent.

The "lower" group sees a decline averaging 8-15 percent. The "higher" group sees an improvement amounting to 5-10 percent. The latter group—or many of its members—reasoned on the ground of anticipated increase in imports at lower prices, thus providing a needed margin.

### Promotion

**8. Does your firm plan more, less or about the same promo-**

*(Concluded on page 92)*



Leather And Shoes'

# FORECAST FOR '50

# Side Leather

### General Business

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Same, 43 percent; better, 37 percent; poorer, 20 percent.

Eighty percent sees 1949 business levels holding their own or improving—particularly in the first half. Most frequently mentioned reasons: continued huge outlays by government a wholesome employment level with good wages, and continued need for consumer goods, with no serious decline in capital expenditures by industry.

### Production

**2. How do you see side leather production for 1950—higher, lower or about the same as 1949?**

Higher, 44 percent; same, 40 percent; lower, 16 percent.

Outlook is for same domestic output of hides, but increased hide imports, thus a higher total production—with sufficient demand to consume all output available.

### Sales

**3. How do you see side leather sales—higher, lower or about the same as 1949?**

Higher, 73 percent; same, 21 percent; lower, 6 percent.

Shoe production will hold at 1949 levels, might increase a bit. Shoe manufacturers inventories are very low, can't go lower, probably will go higher. Result: outlook is for higher sales—but with sharp increase in competition on quality and price basis.

### Prices

**4. How do you see side leather prices—higher, lower or about the same as 1949?**

Same, 54 percent; lower, 25 percent; higher, 21 percent.

The "higher" group sees the increase averaging 3-5 percent for the year, while the "lower" group sees the decline at 5-10 percent. The majority thinks that except for a few up-down fluctuations the annual price average will be the same as 1949.

### Costs

**5. As compared with 1949, do you think your costs will be the same, higher or lower?**

Same, 61 percent; higher, 28 percent; lower, 11 percent.

Specifically, 74 percent says "same" for labor, while 26 percent says "up." For materials: 44 percent say up, 30 percent say no change, 26 percent say down. Distribution costs will stay pat, says half, while the other half says distribution will rise a bit. Some 46 percent says overhead costs will rise, 29 percent says no change, 25 percent says down.

### Expansion

**6. Does your firm plan any expansion of facilities or operations for 1950?**

Yes, 84 percent; no, 16 percent.

Modernization of plant and new equipment were most mentioned by the "yes" group, "in preparation for tougher competition."

### Profits

**7. Do you foresee your profits as higher, lower or about the same as 1949?**

Same, 41 percent; higher, 38 percent; lower, 21 percent.

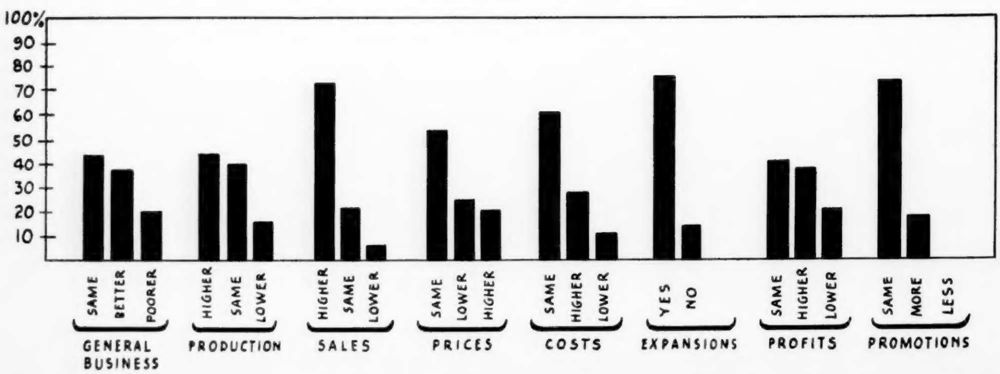
The side leather tanners appear to be one of the most confident of all leather branches, with only one-fifth seeing a profit decline. Reason: outlook is for higher output, demand and sales.

### Promotion

**8. Does your firm plan more, less or about the same promotional activities for 1950 as compared with 1949?**

Same, 80 percent; more, 20 percent; less, none.

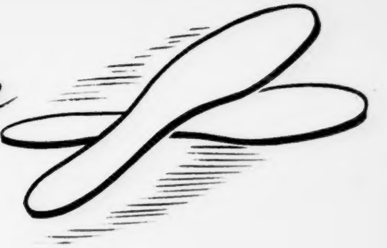
Many say, in effect, "Promotion will start at about the same pace as through 1949, but if competition intensifies sharply, then stepped-up promotional effort will be essential." The first half of 1950 will be a wait-and-see period, while the last half holds the key to "more" or "same."



Leather And Shoes'

## FORECAST FOR '50

# Sole Leather



### General Business

**1. How do you see general business conditions for 1950 — better, poorer or about the same as 1949?**

Better, 51 percent; same, 38 percent; poorer, 11 percent.

Ironically, the sole leather tanners see 1950 with more confidence than do some of the other leather branches. Almost all the sole leather tanners see a good first half, but a doubtful last half. Business should move upward 5-10 percent in first half, then level off in last half.

### Production

**2. How do you see sole leather production for 1950 — higher, lower or about the same as 1949?**

Same, 52 percent; lower, 36 percent; higher, 12 percent.

The "lower" group voted a decline averaging 5-15 percent. The "higher" group believes there will be an increase of 5-10 percent—due chiefly to the anticipated increase in Argentine hide imports plus good demand with 1950 shoe production estimated now at 460-465 million pairs.

### Sales

**3. How do you see sole leather sales for 1950—higher, lower or about the same as 1949?**

Same, 63 percent; higher, 26 percent; lower, 11 percent.

Most believe the footage will be the same, but dollar volume will be lower. Synthetics were frequently mentioned. Some believe that synthetic soles have reached their maximum penetration, that the division of the shoe sole market will "stabilize at 1949 levels." Others think there is a definite swing back to leather soles in the offing, and hence, the optimism on 1950 sales.

### Prices

**4. How do you see sole leather prices for 1950—higher, lower or about the same as 1949?**

Lower, 62 percent; higher, 25 percent; same, 13 percent.

Consensus of the "lower" group: decline of 5-10 percent—the big "if" being increased hide imports. Also, the "necessity" of reducing prices "somehow" to prevent further inroads of synthetics. Crux of the "higher" and "same" groups: "Can't see lower sole leather prices if break-even point, much less profits, to be realized. Hide prices too high for us to lower leather prices."

### Costs

**5. Compared with 1949, do you think your costs will be the same, higher or lower?**

Same, 48 percent; higher, 28 percent; lower, 24 percent.

Costs will just about "balance" for the year. Labor slightly up, but materials down a bit, with distribution and overhead costs fairly stable. Tendencies toward higher costs in any respect "will be fought tooth and nail" as one way of holding prices. Others said that while they planned to trim to the bone they weren't being "penny wise and pound foolish."

### Expansions

**5. Does your firm plan any expansion of facilities or operations for 1950?**

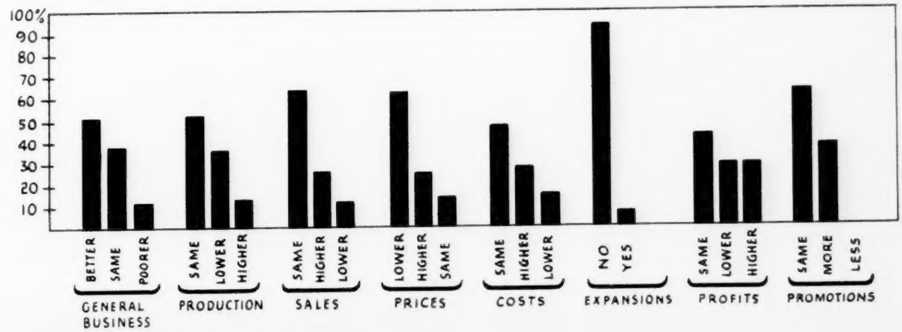
No, 96 percent; yes, 4 percent.

The overwhelming "no" vote cited the fact that current facilities and capacities were more than sufficient to handle even appreciable increased demand. Significantly, however, the tiny minority said that "streamlining was necessary to successfully compete with synthetics."

### Profits

**6. Do you foresee your profits as higher, lower or about the same as 1949?**

*(Concluded on page 91)*



Leather And Shoes'

# FORECAST FOR '50

# *Sheep Leather*

**General Business**

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Poorer, 49 percent; same, 37 percent; better, 14 percent.

Those voting "poorer" see the decline as coming after the first half of the year, and then amounting to 10 percent—but the year as a whole balancing out pretty well. There were no extremes in pessimism.

**Production**

**2. Do you see sheep leather production for 1950 as higher, lower or about the same as 1949?**

Same, 61 percent; higher, 31 percent; lower, 8 percent.

The potential increase in raw sheepskin imports—20-25 percent more—warranted expectations of at least the same output and probably higher as the over-all concensus. Demand is substantial, but increased demand hinges greatly on prices and supply.

**Sales**

**3. How do you see sheep leather sales for 1950—higher, lower or about the same as 1949?**

Same, 49 percent; higher, 38 percent; lower, 13 percent.

The concensus: volume depends almost wholly upon prices. "The market is there but can be tapped only by lower prices to motivate sales." Potential demand is ready to crystalize. Increased imports at lower prices may give a real sales spurt in 1950.

**Prices**

**4. How do you see sheep leather prices for 1950—higher, lower or about the same as 1949?**

Same, 48 percent; higher, 31 percent; lower, 21 percent.

The answers here had a lot of "ifs" attached. The hope of lower prices rests almost wholly upon increased imports at lower prices. All admit that current prices have restricted volume and sales of finished sheep leather here. The effects of recent currency devaluations will begin to be appreciably felt after the first half of 1950, and it is then that prices may begin to soften appreciably. The desire and need of raw sheepskin exporters—Argentina, Australia, etc.—for dollars is hoped to spur increased rawstock imports here. The other big "if" is relaxing or elimination of export controls in exporting countries. Both prospects, if they materialize, will bring lower prices.

**Costs**

**5. For 1950, as compared with 1949, do you think your costs will be the same, higher or lower?**

Same, 54 percent; higher, 33 percent; lower, 13 percent.

Overhead costs will remain steady or very slightly up, as will distribution costs. Materials costs will average about the same, though 36 percent thought they would be lower, especially after June. Labor — the majority saw costs to be up 5-10 percent.

**Expansions**

**6. Does your firm plan any expansion of facilities or operations for 1950?**

No, 97 percent; yes, 3 percent.

Concensus: present plant capacities will more than take care of substantially increased demand or output. The very small minority mentioned renovations, improvements, new equipment, etc.

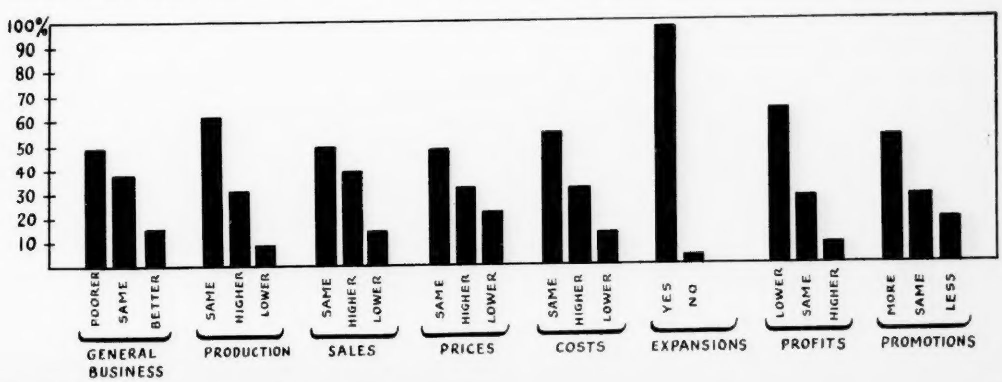
**Profits**

**7. Do you foresee your profits as higher, lower or about the same as 1949?**

Lower, 63 percent; same, 29 percent; higher, 8 percent.

Demand for lower prices, if volume is to be maintained, will force cut into profits — unless appreciably lower rawstock prices on imports come

*(Concluded on page 92)*



Leather And Shoes'

# FORECAST FOR '50


### General Business

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Better, 56 percent; same, 35 percent; poorer, 9 percent.

Over-all, there is good confidence in the economy for the year ahead. Even those voting "poorer" think the decline will amount to only 3-5 percent, while those voting "better" see a rise of 10-20 percent.

### Production

**2. How do you see production (for the type of leather you make) for 1950—higher, lower or about the same as 1949?**

Same, 46 percent; higher, 41 percent; lower, 13 percent.

Those voting "lower" see the letdown amounting to 2-6 percent, while those voting "higher" (and these comprised two-fifths of the total) see an improvement of 10-15 percent. Eighty-seven percent see outlook as the same or better.

### Sales

**3. How do you see sales (for the type of leather you make)—higher, lower or about the same as 1949?**

Same, 45 percent; higher, 42 percent; lower, 13 percent.

Percentages on production and sales outlook are almost identical. An appreciable number cited "signs" of synthetics having reached their saturation point, and leather regaining lost sales in 1950. Also, outlook for improved imports of skins at lower prices was cited as another good sales outlook sign.

### Prices

**4. How do you see prices (for the type of leather you sell)—higher, lower or about the same as 1949?**

Same, 78 percent; lower, 11 percent; higher, 11 percent.

Many of those voting no change qualified their opinions with: "it depends on imports of skins—the quantity, quality and prices." The "effects of devaluation after next June-July" was cited as another price influence. And also, "It depends a lot on what labor does."

### Costs

**5. As compared with 1949, do you think your costs will be higher, lower or about the same?**

Same, 61 percent; higher, 32 percent; lower, 7 percent.

Three-fourths see labor costs up, 25 percent see no change. On materials, 54 percent see costs down, 35 percent no change, 11 percent see them higher "slightly." On distribution and overhead, 56 percent see no change, 34 percent see a rise, while 10 percent see them lower.

### Expansions

**6. Does your firm plan any expansion of facilities or operations for 1950?**

No, 70 percent; yes, 30 percent.

### Profits

**7. Do you foresee your profits as higher, lower or about the same as 1949?**

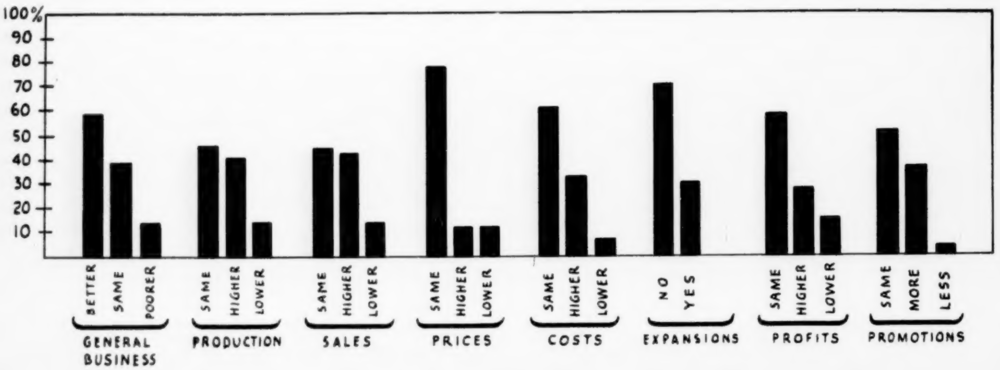
Same, 58 percent; higher, 27 percent; lower, 15 percent. This group is more optimistic than most, with 85 percent seeing profits holding or improving. Those voting "higher" think the improvement will be 10-15 percent; those voting "lower" see a mild decline, 2-5 percent.

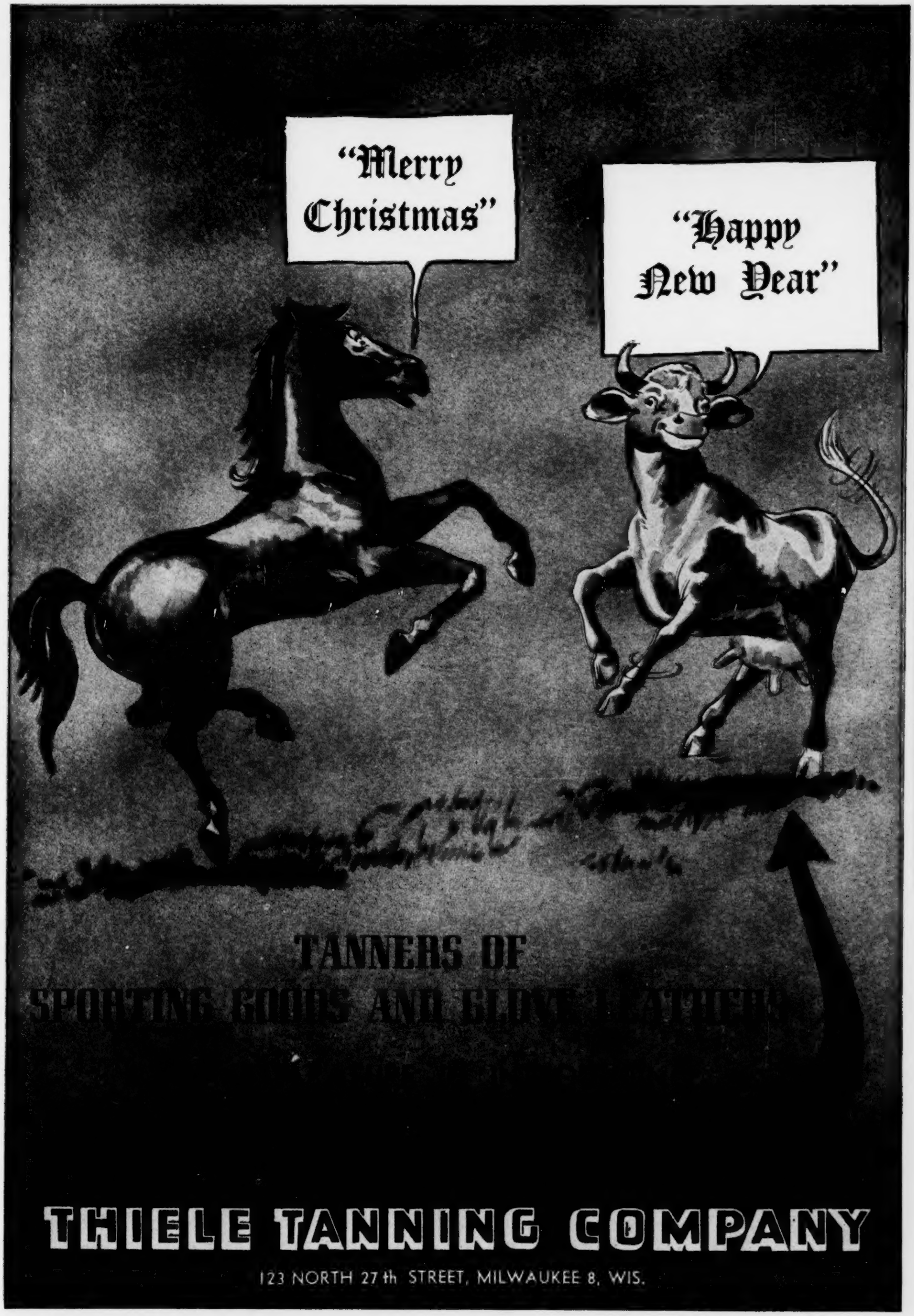
### Promotion

**8. Does your firm plan more, less or about the same promotional activities for 1950 as compared with 1949?**

Same, 51 percent; more, 46 percent; less, 3 percent.

Many mentioned the necessity of "vigorous promotion" to prevent further inroads by competitive materials. For instance, in the glove field, fabrics versus leather; in personal leather goods, plastics and synthetics versus leather. An appreciable number were voting larger promotional budgets for 1950, or "maintaining a strong merchandising campaign started in 1949."





"Merry Christmas"
"Happy New Year"
TANNERS OF
SPORTING GOODS AND GLOVE
THIELE TANNING COMPANY
123 NORTH 27th STREET, MILWAUKEE 8, WIS.

*at last!*

**PRECISION – BUILT INNERSOLE STRIPS**

For the first time you can have economical precision-built innersole strips by the new patented PHILSON PROCESS*. Shank pieces all end exactly at ball part of innersole to insure maximum flexibility and foot comfort. With today's buyers insisting upon extra quality and extra value in all materials, be sure your innersoles meet the most exacting requirements.

Write us today for full information regarding our money-saving strips.

*Patented Process.

**P. CLAYMAN & SONS, INC.**

274 BROAD STREET, LYNN, MASS.

Leather And Shoes'

# FORECAST FOR '50

# Shoe Wholesalers

### General Business Outlook

**1 How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Poorer, 50 percent; better, 38 percent; same, 12 percent.

Both the "poorer" and "better" groups were quite positive in their opinions. Consensus is 5-10 percent, either up or down, between these two groups. Only 12 percent saw conditions remaining fairly static. "Too many government projects and plans in the works to keep conditions standing still," was one pertinent comment.

### Sales

**2. How do you see wholesale shoe sales for 1950 — higher, lower or about the same as 1949?**

Same, 63 percent; higher, 25 percent; lower, 12 percent.

An interesting note: many of those who foresee general business conditions as poorer for 1950, foresee their own wholesale shoe business as about the same as 1949. But a larger number of those foreseeing general business conditions as better, retained the same belief for shoe business in 1950. The small minority voting "lower" shoe business felt it would be 5-10 percent lower—the same percent voted upward by the "higher" group.

### Prices

**3. How do you see wholesale shoe prices for 1950 — higher, lower or about the same as 1949?**

Lower, 52 percent; same, 26 percent; higher, 22 percent.

Both the "higher" and "lower" groups believed that any price movements, up or down, would start after spring. The large group voting "lower" felt that price would have to be the sales-motivating force in '50.

### Costs

**4. For 1950, as compared with 1949, do you think your costs will be the same, higher or lower?**

Lower, 37 percent; higher, 37 percent; same, 26 percent.

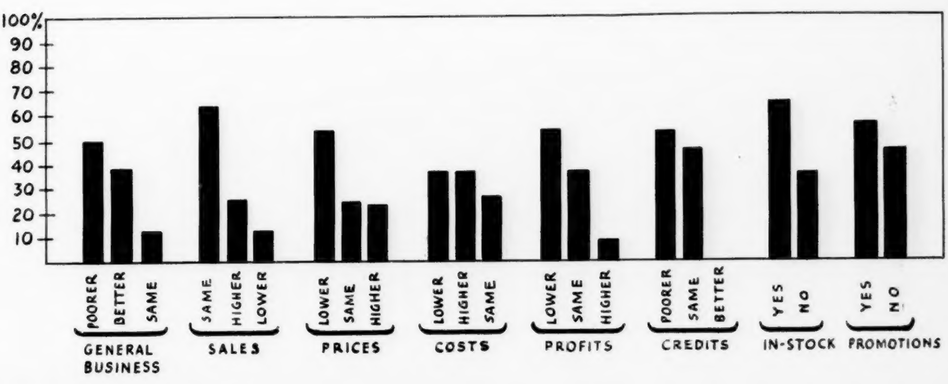
The "lower" group said costs down by 5-10 percent, the "higher" said up by 2-8 percent.

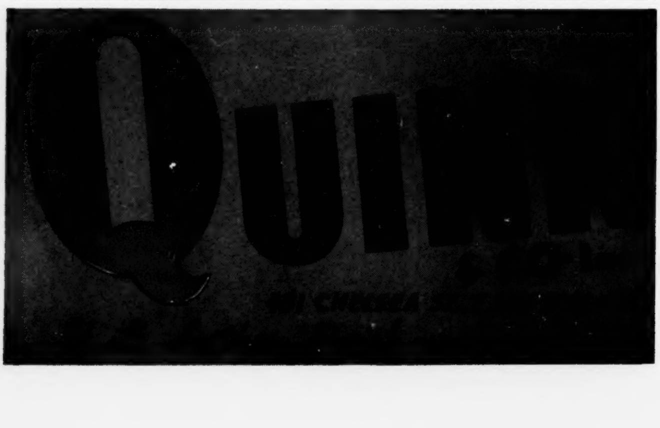
### Profits

**5. For the year ahead, do you foresee your profits as higher, lower or about the same as 1949?**

Lower, 54 percent; same, 37 percent; higher, 9 percent.

Both "higher" and "lower" figured their profit changes at approximately five percent, either way. The "lower" group presented a forceful array of "reasons why"; mostly the result of the squeeze between higher costs and lower prices, or at least the pressures from those two factors.





### Credits

**6. Do you believe that the credit standings or collections concerning your customers will, for the coming year, be better, poorer or about the same as in 1949?**

Poorer, 53 percent; same, 47 percent; better, none.

However, those voting "poorer" felt that in most instances the difficulties would not be severe. "Merely an indication of the return to rigid competitive standards. A healthy condition that forces efficiency."

### In-Stock Depts.

**7. Do you find that the post-war rise in shoe manufacturers' in-stock departments has affected your business adversely?**

Yes, 64 percent; no, 36 percent.

The large "yes" group felt that business had been affected adversely by from 10-20 percent, and that in many instances "manufacturers' in-stock departments were in direct competition with the wholesaler." Those voting "no" felt that low-priced novelty lines stocked by so many wholesalers had experienced no ill effects.

### Retail Buying

**8. Do you foresee any significant shifts in retailers' buying policies for the coming year?**

The answers in voting strength: even more of the hand-to-mouth buying; retailers will be more insistent on lower prices; retailers will carry fewer lines; more last-minute buying, larger orders closer to season, smaller in-between; more bargaining for "special deals" or concessions.

### Promotion

**9. Do you plan any new promotional or merchandising activities for the coming year?**

Yes, 54 percent; no, 46 percent.

Here is the gist of the "yes" votes: with costs firm or rising, and prices firm or down, pressure can squeeze profits dangerously thin. The only way to protect profits is to build larger volume. Promotion and merchandising thus becomes an act of necessity in 1950, an act of survival.

***PRESERVE THIS ISSUE FOR FUTURE REFERENCE***

Mansfield Thongs

# *Styled by*
## COMMONWEALTH
*made of*
# Vegeleen®
**A LEATHER BY**
# *Greenebaum*

For the shoe in demand which requires a full-bodied combination tannage, suited for both lined and unlined shoes, Greenebaum offers VEGELEEN. Its translucent, aniline finish brings out the leather's natural beauty and keeps shoes looking new and attractive. It antiques well.

QUALITY LEATHERS

**J. GREENEBAUM TANNING COMPANY**

FOUR TANNERIES IN CHICAGO AND MILWAUKEE

Main Office: 3057 N. Rockwell St., Chicago. Eastern Office: 139 South St., Boston. Cable Address "Greentree"

Leather And Shoes'

## FORECAST FOR '50

# Shoes—Department Stores


### General Business

**1. How do you see general business conditions for 1950—better, poorer or the same as 1949?**

Poorer, 55 percent; same, 26 percent; better, 19 percent.

The "poorer" group sees the decline amounting to about ten percent—the first six months strong, the last half showing a drop. The "better" group sees the upswing amounting to about five percent. Decline not in units but in dollar volume.

### Shoe Sales

**2. How do you see shoe sales for 1950 for your own lines—higher, lower or about the same as 1949?**

Higher, 42 percent; lower, 33 percent; same, 25 percent.

Sales will be tougher to make—but strong selling *can* increase sales. Stores in industrial areas report their customers demanding or seeking lower priced goods, consumer earnings down—no more overtime, on straight 40-hour week. But overall, all areas, sales outlook fairly good.

### Prices

**3. How do you see shoe prices (for the lines you carry) for 1950 — higher, lower or about the same as 1949?**

Lower, 47 percent; same, 40 percent; higher, 13 percent.

Department stores are an excellent barometer of shoe price trends or movements, as the lines stocked cover a wide range. These stores report trend of increased sales in lower priced lines, declining sales of higher priced. Those voting "lower" say prices *must* decline 10-15 percent. Those voting "same" express disappointment in hold-the-line pricing. The minority voting "higher" believe price increases will not exceed 3 percent, but said even this increase, "a big mistake." The majority in all groups report "consumer price pressures."

### Costs

**4. For 1950, as compared with 1949, do you think your costs will be the same, higher or lower?**

Higher, 56 percent; same, 37 percent; lower, 7 percent.

The consensus: little or no hope for lowered costs. Specifically, overhead the same or slightly higher; sales force costs, mostly the same. Advertising and promotion—almost unanimous that it will be higher in cost, "because more potent selling effort will be needed to maintain or build volume in 1950."

### Inventories

**5. For 1950, do you plan to keep your inventories about the same as 1949, or higher or lower?**

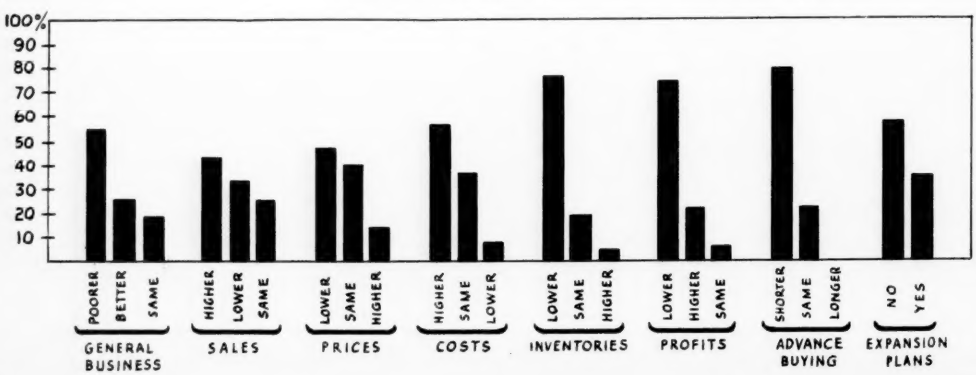
Lower, 77 percent; same, 19 percent; higher, 4 percent.

Though inventories are hardly overstocked, are at low levels in many instances, intention is to shave to the bone in 1950. Those voting "lower" said reductions would average 10 percent.

### Profits

**6. For the year ahead, do you foresee your profits as higher, lower or about the same as 1949?**

Lower, 74 percent; higher, 21 percent; same, 5 percent.



Those voting "lower" seem resigned to shaving profits as only means of lowering prices to meet consumer demand. Profits decline seen around 5-10 percent. Those voting "higher" (said one, "they *must* be higher, or else . . .) thought —or hoped—increase would average 3-4 percent.

### Buying

**7. Do you plan to do your buying on shorter or longer range than in 1949, or about the same?**

Shorter, 79 percent; same, 21 percent; longer, none.

Despite an already short buying range, intention is to shorten it to "absolute minimum." This applies specifically to style footwear, but in some instances to staples. On style shoes, 60 days maximum, but preference is for 30-40 days.

### Sales Promotion

**8. Do you plan to institute new or more aggressive selling or merchandising methods for the coming year? If so, specifically what?**

The vast majority answered yes. Most frequently mentioned: better customer service; low-price promotions; more self-service; better displays—more frequent changes; more use of direct mail; year-round rather than seasonal promotion.

### Expansion Plans

**9. Do you plan any expansion of facilities or operations for 1950?**

No, 56 percent; yes, 44 percent.

Consensus of "nos" was that expansions "unwarranted" at present, or "will play it cautious for a while." The "yes" group plans to enlarge departments, open new stores, remodel. Chief reason expressed: Now is the time to give ourselves a shot in the arm—to push harder for new business.

---

***PRESERVE THIS ISSUE***

***FOR FUTURE REFERENCE***

---

Leather And Shoes'

# FORECAST FOR '50


### General Business

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Same, 55 percent; poorer, 27 percent; better, 18 percent.

Those voting "same" see the first half of 1950 as up, the last half down (in each case 5-10 percent), and the year balancing out about the same as 1949. The "poorer" group sees the first half as steady, then a decline of 5-10 percent in national income, consumer spending, production index, etc. The "better" group sees a strong first half and a last half about even with 1949, but th total better than last year.

### Sales

**2. How do you see shoe chain sales (for your own price lines)—higher, lower or about the same as 1949?**

Same, 54 percent; higher, 28 percent; lower, 18 percent.

Eighty-two percent see unit sales the same or up, but most believe dollar volume will be down 5-15 percent. Those voting "poorer" see both units and dollars down about 5-10 percent. Significant comment: "It will be a good year for the alert, but the 'storekeepers' will fall by the wayside."

### Prices

**3. How do you see shoe prices—higher, lower or about the same as 1949?**

Same, 41 percent; lower, 39 percent; higher, 20 percent.

Eighty percent sees no rise in prices, and two-fifths of the chains see a decline amounting to 7-10 percent by year's end. But 20 percent sees a rise of about 3-5 percent over the year, mostly in sport and dress types, but lower prices in casuals.

### Costs

**4. Compared with 1949, do you think your costs will be the same, higher or lower?**

Same, 61 percent; higher, 34 percent; lower, 5 percent.

The vast majority, 95 percent, see no cost declines. General concensus is that sales staff costs will remain about the same or rise a bit (2-5 percent). Half believes that overhead will stay the same, while a third sees overhead rising 5-8 percent. It was almost 50-50 regarding advertising and promotion costs—between remaining the same and rising 10-18 percent.

### Inventories

**5. Do you plan to keep your inventories about the same as 1949, or higher or lower?**

Same, 68 percent; higher, 17 percent; lower, 15 percent.

Inventories in most cases are down to rock bottom, can't be further reduced and won't. Some chains begin to question operating on skeletal stocks and risking lost sales, so plan to boost inventories 8-12 percent. Those voting "lower" say decline will be only about 5 percent, and of slow-moving types only.

### Profits

**6. Do you foresee your profits as higher, lower or about the same as 1949?**

Lower, 54 percent; higher, 28 percent; same, 18 percent.

Estimates of decline are 5-20 percent; estimates of increases, 2-8 percent. Chief reason for decline: demand for same quality shoes at lower prices—so must come out of profits.

### Buying

**7. Do you plan to do your buying on shorter or longer range than in 1949, or about the same?**

Shorter, 63 percent; same, 37 percent; longer, none.

Concensus of majority: shorter by 20-25 percent. Many say that much more of their buying will be on in-stock or fill-in basis.

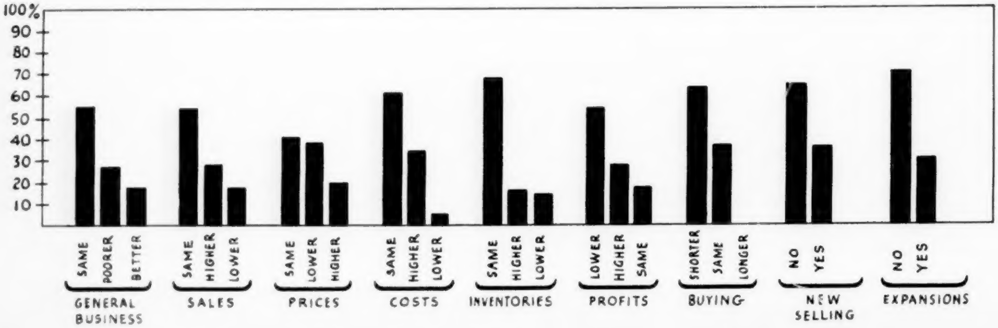
### New Selling Methods

**8. Do you plan to institute any new selling or merchandising methods for the coming year?**

No, 64 percent; yes, 36 percent.

Comments: "We know of nothing

*(Concluded on page 92)*



# Shoe Fashions

### More Shoe Styles

**1. For the year ahead, do you foresee more, fewer or about the same number of shoe styles introduced as compared with 1949?**

More, 57 percent; same, 35 percent; fewer, 8 percent.

In the "more" group, the estimated increase in number of new styles to be introduced ranged from 15 to 40 percent. In the "fewer" group the decrease estimated ranged between 5 and 15 percent. Reason given for more styles: more competitive merchandising—the effort to lure business with more variety of styles, as prices hold no promise of decline and hence can't be used as sales bait.

### Trends For '50

**2. Which do you consider to be the two most significant style trends in your field for 1950?**

The replies very significant. The men's field is far better integrated, more certain of its fashions for next year: side gores, mesh-cloth treatments, two-tones, finger gores in dressy casuals, hand-sewn (or simulated) moccasin or loafer types; brushed leathers.

No such cohesion of thinking or plans in the women's field. Replies cover extreme range. But some of outstanding selections: sandalized step-ins with elasticized toplines; slingback pumps; all-over strippings (the naked look); flatties and tailored types; lattice shank mules and pump treatments on open shanks; fancy strap sandals and fancy pumps; angular rather than asymmetric look. In short, no positive crystallized trends as with the men's branch.

### Enough Promotion?

**3. Do you believe that shoe retailers are giving new styles sufficient promotion and long enough trial to create maximum consumer demand?**

No, 76 percent; yes, 24 percent.

The "no" comments centered around this point: retailers' demands for sweeping style changes with each season indicates, as one reply said, "a sense of style insecurity"; and another: "an inferiority complex" about styles. Adds up to uncertainty, indecision. More confidence in styles would lead to stronger, longer and more successful promotion of these. Clothing styles, for instance, get a longer retail play than shoe styles. The "yes" group, on the other hand, felt that sharp changes were necessary two-three times yearly to "inspire sales."

### Selling New Styles

**4. Could you suggest one particular way that new styles could be promoted to increase shoe sales?**

A wide variety of answers. So let's select the "most voted" ones:

1. Select several basic season style themes—then everyone promote and publicize these to the hilt. This is "concerted promotion."
2. Closer cooperation with clothing manufacturers.
3. Complete window displays of new styles only—no mixture of old with new, or all types bunched together.
4. Correlate promotion between manufacturer and retailer—a "co-operative push."
5. Put the effort behind a few outstanding styles—then stock these in several colors, heel heights and a full run of sizes. More concentration, less "spreading" of styles.
6. Show shoes as part of whole ensemble rather than showing only from ankle down. Create "costume coordination" in public mind.

### Enough Style Creators?

**5. Do you believe that producers of medium and low-priced shoes should do more originating and introducing of new styles of their own rather than follow the pace set by a few syle leaders in the high-priced field?**

Yes, 52 percent; no, 24 percent; miscellaneous, 24 percent.

Seventy-six percent of the replies were an unqualified yes or no, with twice as many of the former. But one-fourth wavered between yes and no. Some said that some producers of popular-price shoes were already —or for a long time had been—creating their own original styles and promoting them. Others wondered if it would be "wise" for the medium or low-price producers to be "style innovators" when their forte was primarily volume selling. Still others thought that though it would be a good thing in one sense, it might

only add to the confusion by the influx of too many styles, and cause some to go broke in the attempt.

The most pertinent comment of all: "Styles created for the limited and highly specialized market of the high-priced field cannot be adapted to the mass market with any consistent success. We first have to learn what the mass market really is, then slant styles specifically for it. There's a distinct difference between the two markets."

### Creating New Types

**6. Do you believe that the promotion of new types of shoes styled for distinct occasions or uses would succeed in increasing shoe sales or shoe consumption? If so, what two new types do you think could be created to open new sales markets?**

Yes, 44 percent; no, 14 percent; miscellaneous, 42 percent.

This question brought a lot of "qualifying" answers—those not fitting specifically to yes or no. The "no" group was almost unanimous in its reason for negation: We already have plenty of fresh styles and types for "occasional wear." We simply haven't sold what we've got. In short, we've fallen short of cashing in on the existing opportunities. Another opinion expressed in various ways by several: footwear styled for "occasions" is not adaptable for the mass market, the volume field, so these producers could not interest themselves in it—no incentive.

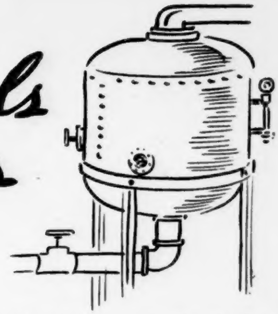
Though the "yes" group won the most votes, an incongruity was discovered here. Almost no one in this group suggested what might be termed really new types that could be created and promoted. Most talked about already existing types—casuals, walking shoes, street and party shoes, etc. In short, they were all for creation and promotion of new types, but evidently few had given much thought as to what new types.

***PRESERVE THIS ISSUE FOR FUTURE REFERENCE***

Leather And Shoes'

# FORECAST FOR '50

# Tanning Materials and Supplies



### General Business

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Same, 61 percent; better, 20 percent; poorer, 19 percent.

The large majority believes the first six months will be strong, and some go as far as first 8 months. Business from 5-15 percent higher. Then the doubtful last half or last quarter—probably a decline. But the year over-all will come out well—as good or slightly above 1949. If the last half or quarter holds up, then 1950 will be appreciably ahead of 1949. General outlook is much more affirmative than negative.

### Sales

**2. How do you see sales for tanning materials and supplies—higher, lower or about the same as 1949?**

Same, 49 percent; lower, 28 percent; higher, 23 percent.

Seventy-two percent see sales at least equal to, or better than, 1949. Chief reason cited: rock-bottom tanners' inventories of tanning materials and supplies. Also frequently mentioned: anticipated increase in leather production in '50 due to increased rawstock imports likely at lower prices (after June). Both the "higher" and "lower" group see the price movement averaging 5-10 percent. Any up will be in first half, and down in last half.

### Prices

**3. How do you see prices of tanning materials and supplies—higher, lower or about the same as 1949?**

Same, 48 percent; higher, 33 percent; lower, 19 percent.

Eighty-one percent do not see any decline in prices. Both the "higher" and "lower" groups look to price movements amounting to 5-10 percent, but movements upward being strongest during the first half of the year, and downward in the last half. But price declines are questionable. Because prices are hitched to costs (and 95 percent of these suppliers see same or higher costs), downward price movements look improbable over the coming months.

### Costs

**4. How do you see your costs as compared with 1949—higher, lower or about the same?**

Same, 55 percent; higher, 40 percent; lower, 5 percent.

Thus 95 percent do not see any reduction in their costs. The "higher" group sees cost increases averaging 5-8 percent over the year, largely from anticipated or recently granted wage or other labor increases. Those voting "same" said that what success they had had in reducing some costs had been offset by increases in other costs. The "lower" cost group based their opinion on their own efforts to lower costs—improved plant facilities, efficiency operations, etc. This, they explained, was not only to reduce their own costs but to allow more margin to play with—lower prices, better profits, etc.

### Profits

**5. Do you foresee your profits as higher, lower, or about the same as 1949?**

Lower, 56 percent; same, 28 percent; higher, 16 percent.

Eighty-four percent see profits as the same or lower as compared with 1949. "The government's evil eye on industrial profits will be a note of discouragement. Where volume is seen as more optimistic for the year ahead, upped costs will nullify the benefits and take it out of profits. The inability or inadvisability of raising prices to compensate upped

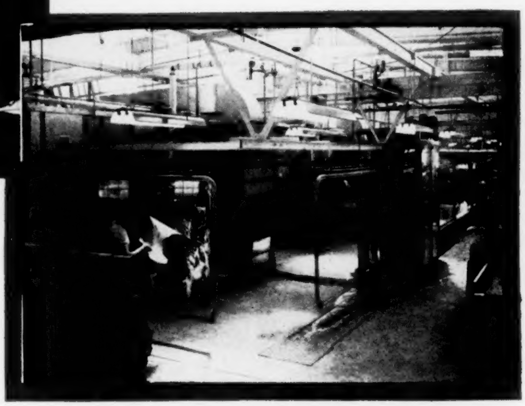
*(Concluded on page 91)*

# *Versa*

# A Type For Every Need

SPECO builds both glass and porcelain pasting units. Proper application for any type of leather is assured from sixteen years experience and many installations of both types. Either is acknowledged by leading tanners all over the world as being the most modern and efficient. Straight-line methods—maximum production—minimum labor—less floor space and heighth—less steam and power. Time-tested for correctness of design, quality workmanship, dependability in continuous operation, hair-line control, plenty of air, lowered heat, shorter drying time, all the results of the latest ideas in circulation.

"View of 450 porcelain plate SPECO Unit"



"SPECO Glass plate unit"

**Porcelain Plate Pasting Units**
**Glass Plate Pasting Units**
**Progressive Toggle Dryers**
**Automatic Toggle Dryers**
**Wet-Stock Tunnel Dryers**
**Air-Off Tunnel Dryers**
**Finish, after Seasoning Dryers**
**Spray Finish Dryers**
**Loft Conditioning**
**Plate Washers (Porcelain or glass plates)**

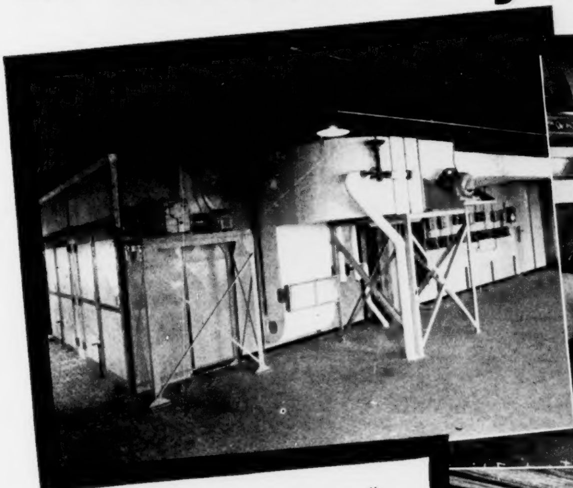
***Let SPECO engineers bring this "pioneer" experience and "know-how" to bear on your individual drying needs.***

**Special Equipment Company**

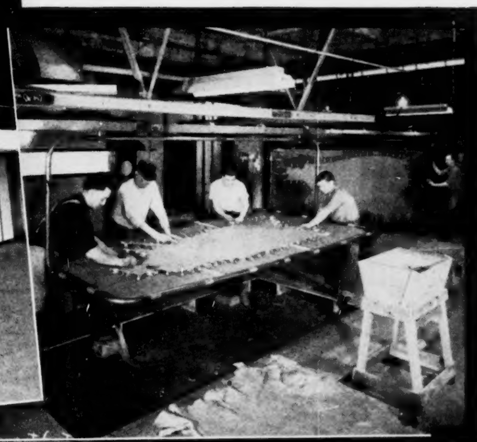
PARK RIDGE ILLINOIS

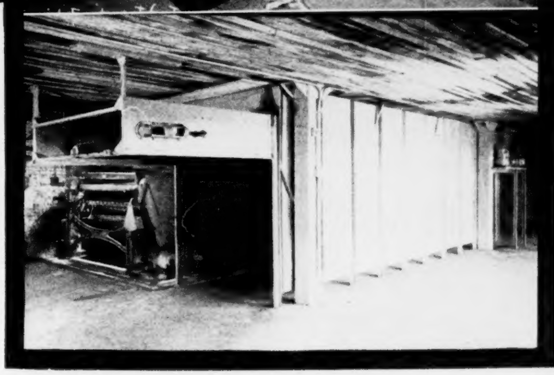
tility!

# In Leather Drying



"Combination wet-stock and air-off dryer"





(Top)—"SPECO Toggle Unit"

(Bottom)—"Finish Drying after Seasoning Machine"

Tanners now pasting find increased measurement, upgrading, smooth shanks, necks, butts, better quality, justify their installations. When leather should be toggled, SPECO Progressive Toggle Dryers also embody the latest designs in circulation, control, efficiency. The present trend toward auxiliary drying in air-off and combination wet-stock equipment, finds SPECO ready with many excellent types for this purpose as well as new Finish, Spray, and Seasoning Dryers. Sixteen years of exclusive leather drying experience insure the right solution of your problem.

***Let SPECO engineers bring this "pioneer" experience and "know-how" to bear on your individual drying needs.***

Leather And Shoes'

# FORECAST FOR '50

# Hides and Skins

### General Business Outlook

**1. How do you see general business conditions for 1950—better, poorer, or about the same as 1949?**

Same, 51 percent; poorer, 29 percent; better, 20 percent.

Practically everyone sees the first half as good. Second half seen as "lag" by some, question mark by others. The year over-all: good. One comment sums up the concensus: "Too many stabilizing factors for conditions to show an appreciable decline next year."

### Sales

**2. How do you see sales for hides and skins for 1950—higher, lower or about the same as 1949?**

Same, 77 percent; lower, 13 percent; higher, 10 percent.

On basis of current and foreseeable demand, sales look good—at least equal to 1949. Increased imports of hides and skins look promising, can be translated into more active business. Less hand-to-mouth buying and resumption of normal purchasing also a good sign. Concensus: "Sales will stabilize at a wholesome level."

### Prices

**3. How do you see hide and skin prices for 1950—higher, lower or about the same as 1949?**

Lower, 52 percent; same, 26 percent; higher, 22 percent.

For the first six months prices firm, possibly a bit higher in some types. Last half may see gradual decline. The price softening more in skins than hides. All hinges on imports and effects of devaluation—both likely to become appreciably evident in last half.

### Costs

**4. How do you see your costs for 1950, as compared with 1949—higher, lower, or about the same?**

Higher, 62 percent; same, 36 percent; lower, 2 percent.

Majority sees costs rising 5-10 percent over-all. They point to chief cost factors: wages, freight, storage, distribution, taxes, general operation charges. Not a sign of any of these declining—and signs of a few rising. But rises won't be enough to require increase in prices. Will tend to keep current prices firm.

### Profits

**5. For the year ahead, do you foresee your profits as higher, lower or about the same as 1949?**

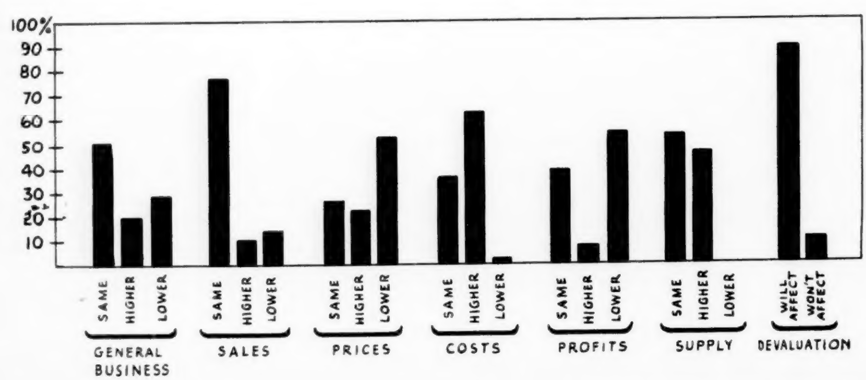
Lower, 54 percent; same, 39 percent; higher, 7 percent.

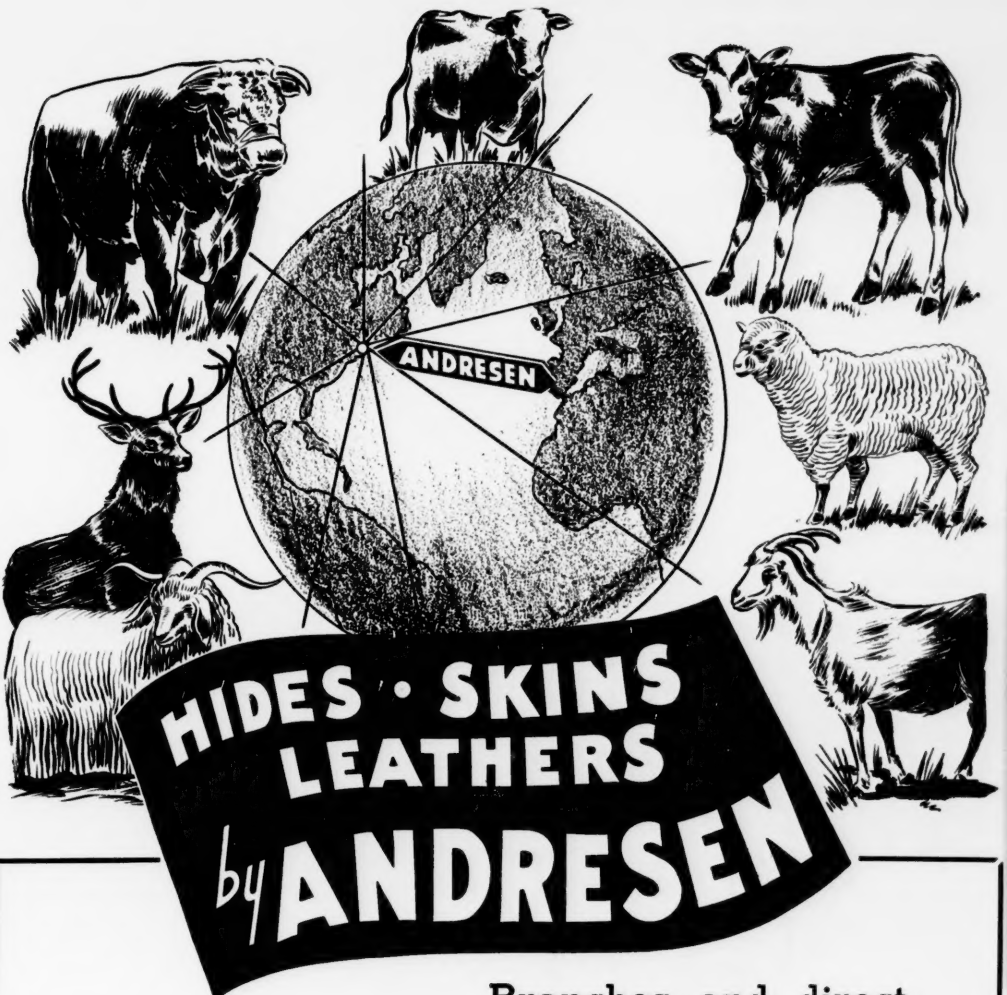
Lower profits by about 10-15 percent, says the majority. Nevertheless, optimistic note summed up in one comment: "Lower profits may be offset by higher volume." Significant: everyone keeping an eye on tax changes in 1950.

### Rawstock Supply

**6. How do you foresee the rawstock supply outlook for the year ahead?**

Same, 53 percent; higher, 47 percent; lower, none.






**Branches and direct connections in the principal markets throughout the world.**

*Serving the Industry Since 1857*

# JOHN ANDRESEN & CO., INC.

ANDRESEN BUILDING • 8 EAST 36th St. • NEW YORK 16, N. Y.

*Cable Address: ANDRESEN—New York*

BOSTON OFFICE 10 HIGH STREET • CHICAGO OFFICE 130 NO. WELLS ST.

Most of those who say "same as 1949" say so with qualification—"depends on hoped-for imports coming through." Almost half definitely see higher imports—especially skins, 10-15 percent higher. Argentina holds key to hide import question, and few seem certain of Argentina coming through with enough to appreciably change picture.

### Devaluation Effects

**7. Do you believe the recent foreign currency devaluations will affect hide and skin supply and price conditions in 1950?**

Yes, 89 percent; no, 11 percent.

Real effects to become evident in last half of year. That's concensus. Should spur exports to U. S., especially of skins. Many say skin prices may show 10-15 percent decline, the trend crystallizing in last half. Some say no price drop—demand will be strong enough to balance increased supply and hold prices. Almost no one sees hide prices being appreciably affected.

### Significant Developments

**8. What stands out in your mind as the most significant development likely to occur regarding hides and skins for 1950?**

The answers in their order of vote:

1. Argentina renewing hide exports in substantial quantity to the U. S.
2. Expected influx of more foreign skins into U. S. at lower prices.
3. Free markets.
4. More realistic buying by European hide and skin buyers, thus taking much pressure off U. S. buyers in terms of supply and prices.
5. U. S. tanners demanding expanded and more efficient services from hide and skin dealers—the business going to those furnishing such services.
6. Buying resistance to high prices.

***PRESERVE THIS ISSUE FOR FUTURE REFERENCE***

Leather and Shoes'

# FORECAST FOR '50

# Shoe Materials AND Supplies

### General Business

**1. How do you see general business conditions for 1950—better, poorer or about the same as 1949?**

Same, 46 percent; better, 29 percent; poorer, 25 percent.

The "better" group feels the increase will average 5-15 percent, while the "lower" thinks the decline will average 5 percent. All see a good or higher first half, then "probably" a decline. The large majority thinks that national income, employment, consumer spending, etc. will compare well with 1949.

### Sales

**2. How do you see sales for shoe materials and supplies in 1950—higher, lower or about the same as 1949?**

Higher, 59 percent; same, 21 percent; lower, 20 percent.

The majority feels that volume will be up 5-10 percent for the year, but mark-ups will be at a very low level. Estimates on 1950 shoe production (460-465 million pairs) was pointed out as justifying at least the same sales level as 1949. Shoe manufacturers' low inventories of supplies was cited as another good sales omen. Thus three-fourths see 1950 sales the same as, or better than, 1949.

### Prices

**3. How do you see prices of shoe materials and supplies for 1950—higher, lower or about the same as 1949?**

Same, 50 percent; lower, 35 percent; higher, 15 percent.

Both the "higher" and "lower" groups believe the price movement will amount to about 5 percent. Some significant comments: "Profits are squeezed to the bone. Prices will at least have to stay pat. If lower, it will come out of quality." Another: "Though we can't afford to lower prices, intense competition will force at least token declines." Many who voted "same" said, in effect, that rather than lower prices they would improve quality at no price increases. The general outlook is that competition will bring appreciably improved quality and will prevent price increases in most cases and price declines in some.

### Costs

**4. How do you see your costs as compared with 1949—higher, lower or about the same?**

Higher, 49 percent; same, 33 percent; lower, 18 percent.

The "higher" groups see costs rising 5-10 percent. Some 82 percent see costs holding at 1949 levels or rising somewhat. Increased freight charges, higher social security payments, probable boosts in wages or fringe benefits for labor—all these were emphasized. Significant, however, were the opinions of the one-fourth which sees lower costs. Several are installing new machinery, equipment, methods that will cut costs. Others in this group cited competition forcing increased efficiency that will reduce costs and give them a price advantage on the market.

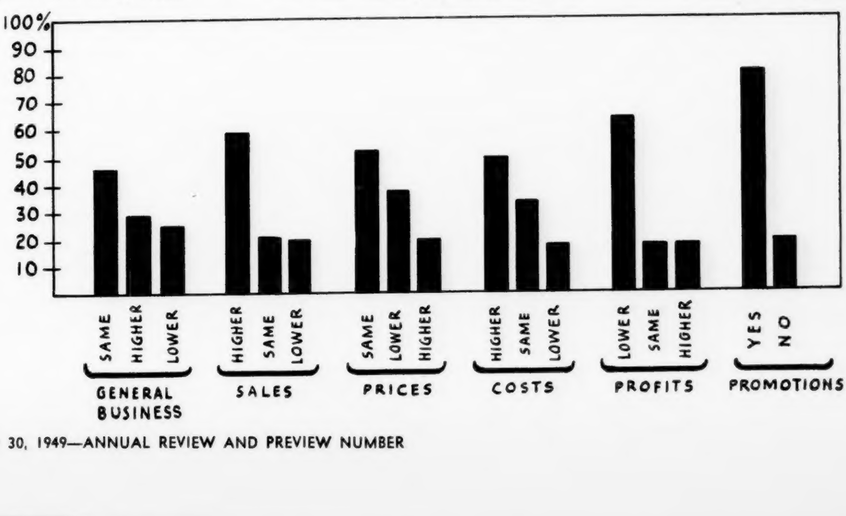
### Profits

**5. For the year ahead, do you foresee your profits as higher, lower or about the same as 1949?**

Lower, 64 percent; same, 18 percent; higher, 18 percent.

The squeeze between upped costs and fairly static volume will result in pressure on profits which can't be compensated by increased prices in a resistant market. Moreover, tougher competition may force some decline in prices that will come out of profits. But the "higher" group (about the same percentage that voted "lower" costs) see their profits aided by decreased costs coming through improved efficiencies — and also in-

*(Concluded on page 92)*



Leather and Shoes'

## FORECAST FOR '50

# Outlook From Washington

THE year 1950 should see some substantial increases in American importation of hides and skins, a consensus of various governmental officials and other sources in Washington indicates.

While none of the experts would make a flat outright prediction as to actual amounts, the opinion seemed to be that there might well be the following increases over 1949 imports:

| | |
|---|---|
| Cattle hides | 85% |
| Calf skins | 70% |
| Sheep skins | 25% |
| Goat skins | 20% |
| Horsehides | 40% |

### More Imports—And Why

Several reasons were said to exist for this expectation of much larger supplies of hides and skins likely to be available. Among the principal factors are:

1. Removal of various controls for 1950 by Argentina, expected by the first of the year or earlier.
2. Elimination of "bulk buying" by the British about the first of year.
3. Probable reductions in the ECA program.
4. Continuing effects of currency devaluation.

As to the first point, some indication of what may be expected was found late in 1949 after Argentina relaxed some restrictions, and some sources say about 600,000 hides and skins were purchased.

More calf skins are due to be available, partly because of French actions. France had restricted such exports because of her own needs, then subsequently eased them granting quotas. The 1950 quotas are expected to be even larger.

As to sheep skins, supplies have held up fairly well. As to goat skins, many sales are expected on the basis of using goat skins for currency transactions. As to horsehides, France is easing her quotas on them.

The situation on Argentine hides and quebracho is said to look exceptionally good, if the government follows through with its intent to ease IAPI control, as reported at a meeting of the Tanners' Council in Chicago, Nov. 3. These two items are said as likely to sell much better under a "free" market, when prices can be determined by supply and demand, than when controlled by artificial means.

### U. S. Exports

In the American export field, there seem no significant changes looming for 1950 as to leather and shoe exports. This is due to two main factors:

1. Continuing shortage of dollars.
2. Fairly ample supplies of leather and shoes in those countries.

The industry is watching closely development on the known aim of the Czechs to sell huge quantities of sub-standard shoes in the United States. Unconfirmed reports of sales in the fourth quarter of some 500,000 pairs appear exaggerated in the light of knowledge in Washington.

### Tariffs

As to the tariff situation in general, no further sharp slashes are anticipated for 1950. As some sources acidly remark, the damage has been done already. Some cuts may be made at the "third round" tariff conference next September but the effects would not be felt until the following January.

The present rates on import duties on leather and shoes assessed by the United States are claimed by some Washington sources to be lower than those charged by any foreign producer of these products. In fact, the United States is the world's leading producer, yet has the lowest national tariff on the items—a sore point in many quarters.

### ECA

As to the ECA situation affecting hides and skins, most Washington sources seem agreed that less ECA money will be available for next year. By "next" year is meant the coming federal fiscal year starting next July 1. Funds still are available for allocation during the remaining half of the current fiscal year, which represents half of the coming 1950 calendar year, so therefore, figures must be viewed with that double approach.

Experts point out that the United States is a "deficit" nation as to hides and skins, so the procurement programs are "switched" to the large sources in South America. Historically, the United States itself imports about 10 to 15 percent of its cattle hides, 20 to 25 percent of its calf skins, 50 percent of its sheep and lamb hides, and very nearly 100 percent of goat skins.

No ECA officials would venture even a guess as to how big the cuts might be after next July 1, but they cautiously admitted that undoubtedly the authorizations would be "considerably" reduced.

One possible clue exists. Last year some rather large authorizations were granted to Germany for leather, some $6,700,000, but so far this year the total has been only about $2,000,000.

ECA authorizations since April of 1948 have been a powerful factor in the world situation. Cumulative totals of such authorizations of "hides, skins and leather" up to Nov. 1, 1949, are $67,000,000.

# Labor Outlook

## —THE SHOE INDUSTRY

### Boot and Shoe Workers' Union, AFL

By John J. Mara
*President*

**Wages:** There is no immediate outlook for any wage increases. The Boot and Shoe Workers Union has already negotiated most of its 1950 contracts with shoe manufacturers anl the majority contain no change in wage rates. The 75c hourly minimum wage which goes into effect Jan. 25, 1950, will have little bearing on our membership. The majority of our workers now earns in excess of that amount. In fact, some skilled operators earn from $80-$100 in a 40-hour week.

**Pensions:** We do not encourage the so-called "fringe" benefits, or pensions, feeling that Social Security, properly handled and paid for by both employe and employer, is the best means of assuring all those who reach the age of retirement an amount sufficient to keep them comfortably. There is much to be done before any other pension plan can be worked out satisfactorily, whether it be contributory or non-contributory.

**Employment:** As this is being written, the shoe industry as a whole is not on full time production. Many factores are closed entirely for a week or two; some are operating three or four days a week. This is more noticeable in the factories making women's shoes because many of the men's factories are continuing on a 40-hour week. However, the outlook for 1950 seems brighter. Buyers in both the manufacturing and retail ends of the shoe industry are getting over their fear of a decided slump in the price of leather and other materials used in manufacture of shoes.

*(Concluded on page 93)*

### United Shoe Workers Of America, CIO

*From interviews obtained by L & S Washington correspondent at USWA headquarters, Washington, D. C.*

**Wages:** A hold-the-line wage policy. Although pressure for wage cuts is rising, both in union and non-union plants throughout the country, the United Shoe Workers of America, CIO, is committed to a policy of "no wage cuts." President William E. Thornton recently authorized the following statement: ". . . The Union is united. . . to resist attempts by shoe manufacturer to worsen any of their contracts, especially as to wage reductions." Another important plank in the USWA 1950 contract platform is termination of the escalator or cost-of-living wage clause wherever it exists or arises. The latter is now a dead issue as far as the union is concerned.

**Pensions:** Now regarded as the base of new USWA contract patterns. Growing emphasis throughout U. S. industry, particularly pensions paid for by management, has prompted union to stress pension programs in contract negotiations. Union has appointed committees to study pension plans, make recommendations for future action to board of directors. Union is still "in the dark" as to specific demands but is willing to stand by on existing wage rates, provided pensions are adopted. All contracts to be subjected to this demand "in time." Approach expected to be "one package" request for monthly pensions at 65 totaling $100 when supplemented by Social Security payments.

**Membership:** President Thornton estimates USWA holds between 250-

*(Concluded on page 94)*

### Brotherhood Of Shoe & Allied Craftsmen

By Earle F. Snow
*President*

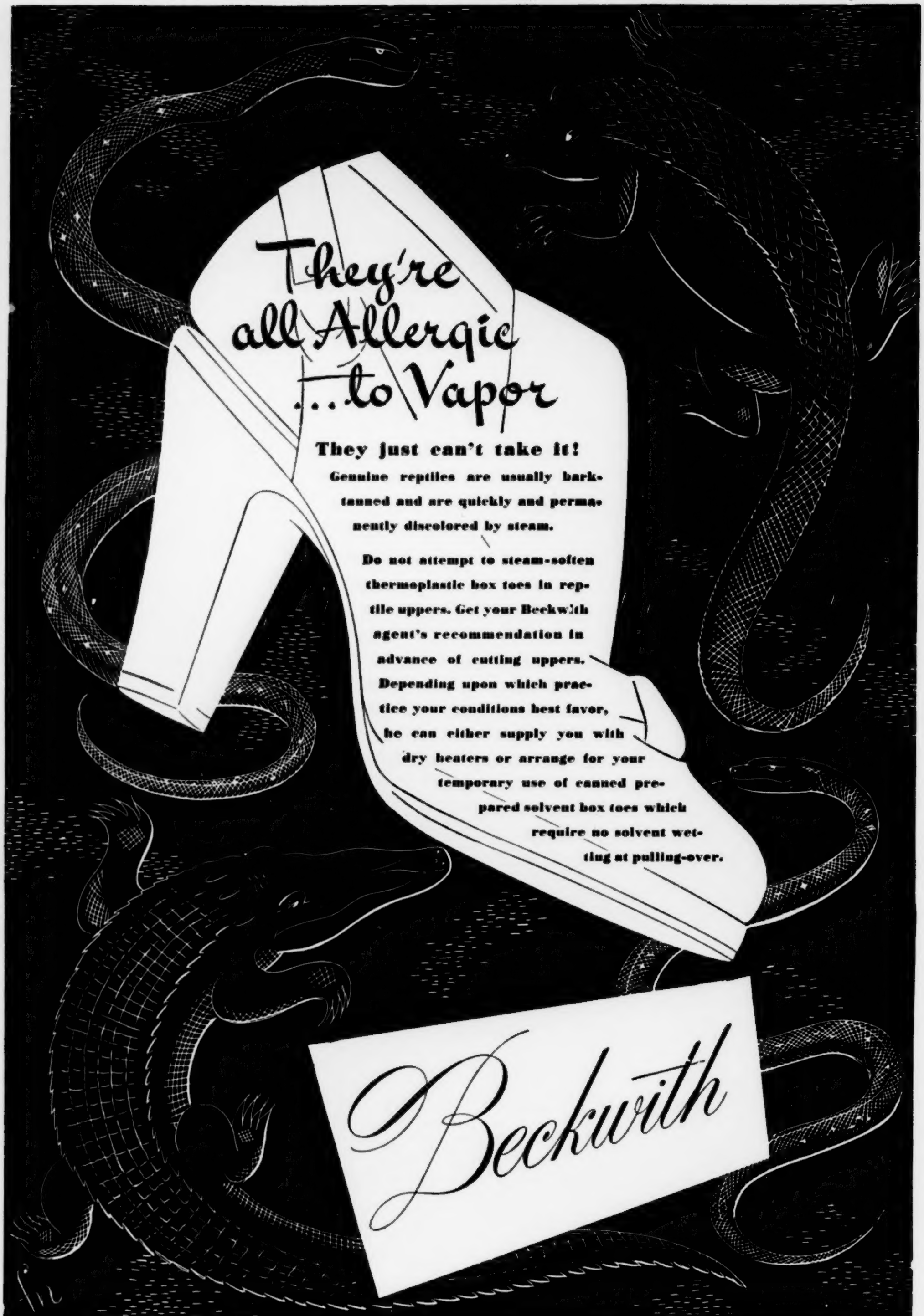
**Wages:** The Brotherhood of Shoe and Allied Craftsmen, Brockton, Mass., independent, feels that no revision in the wage scale existing at present should or will be made. The type and style of shoes now being made in this area will result in a retail price commensurate with the wages now paid. There should be no appreciable change in cost to consumers during the year. Wages must continue stable at their present levels, since the cost of living in this area is relatvely high and will undoubtedly remain so.

**Pensions:** The Brotherhool takes a favorable attitude toward "fringe" benefits. However, we have not yet taken any definite action on such points as pensions, insurance or health benefits. We have dscussed the latter two in a general way with our Employers' Association but have reached no definite policy or agreement. We are definitely committed to paid vacations and favor paid holidays. Though we do not receive any paid holidays at the moment, we hope to negotiate favorably on them in the very near future.

**Minimum Wage:** The Federal 75c hourly minimum will be a decided asset to our union and its members. By bringing many of our competitors in other shoe centers on par with our minimum wage level, it will place our factories in a far better competitive position than they have been for some time. Differentials in minimum wage rates previously paid in Brockton and other men's shoe areas have always proved a decided disadvantage to us.

**Organization:** At present, we have

*(Concluded on page 94)*


They're all Allergic ...to Vapor
They just can't take it!
Genuine reptiles are usually bark-tanned and are quickly and permanently discolored by steam.
Do not attempt to steam-soften thermoplastic box toes in reptile uppers. Get your Beckwith agent's recommendation in advance of cutting uppers. Depending upon which practice your conditions best favor, he can either supply you with dry heaters or arrange for your temporary use of canned prepared solvent box toes which require no solvent wetting at pulling-over.
Beckwith

# Trade Associations . . . Outlook For '50

## NATIONAL SHOE MFRS. ASSN.

By W. W. Stephenson
*Executive Vice-President*

GENERAL business for 1950 should be good. The purchasing power of the consuming public looks sound.

There has been a fairly regular increase in the rate of gross personal savings since the second-quarter of 1947. At present there are close to 60 million people steadily employed. Steady employment means steady shoe sales.

Consumers have a cushion of accumulated savings of over 300 billion dollars; two-thirds of which has been laid aside since 1940. People with money in the bank like *good* shoes.

### Production and Sales

*Shoe production* in 1950 again will approximate 465 million pairs. During 1947, 1948, and 1949 the average annual production has been at about this rate.

*Retail sales* for 1950 give every indication of remaining unchanged. It seems unlikely that dollar sales or pairage will decline to any great extent.

The average per capita production of all types of footwear for the five prewar years, 1936-1940, was 3.14 pairs. In 1947, it was 3.25 pairs. In 1948, it was 3.20 pairs. At present, on a per capita basis we have gained about 9 million pairs a year. The average per capita production of men's shoes during the five prewar years, 1937-1940, was 2.12 pairs. In 1947, it was 2.05 pairs; in 1948, it was 2.02. It will probably be the same or slightly lower for 1949. The decline in men's shoe production seems to have run its course.

There are no signs of any sharp reduction in the cost of footwear. In 1946 the average manufacturing value of a pair of shoes was $3.01; in 1947, $3.76; in 1948, $3.75. For the first eight months of 1949, the average manufacturing value of shoes was $3.52. Prices at the shoe manufacturing level seem to be stabilized.

*Promotional Plans* by manufacturers during the first part of 1950 are perhaps the strongest that have ever been developed. There is every reason to believe that such efforts should be productive of excellent results.

## TANNERS' COUNCIL OF AMERICA

By Irving R. Glass
*Executive Vice-President*

TANNING industry activity during 1949 was far more stable than expected. Leather volume of the leather industry showed relatively minor changes. This arose largely from the parallel stability of shoe production in terms of annual output. Both leather and shoes production generally held at a high level.

Within the framework of annual stability in their principal market, tanners must cope with extreme short-term fluctuations from month to month. Shoe production in 1949 displayed wide seasonal variation, a result of caution among retailers and their hand-to-mouth buying. But at least one favorable result may be noted. There has been no opportunity for the accumulations of inventory which necessitate serious corrections. Retailers and manufacturers will find it necessary to acquire the merchandise needed for seasonal selling and production in 1950.

Demand for footwear in 1950 should be reasonably close to the volume of 1949. This spells a commensurately good demand for leather.

The outlook for raw material supply is as favorable as in 1949. Domestic resources should yield slightly more hides and skins during the coming year. There have been signs that the obstacles to the flow of raw material imports may be partially eliminated.

### Costs and Prices

As long as there is no basic change in existing wage rates, there can be no extraordinary change in prices. Producers and retailers often concern themselves unduly about minor jiggles in market quotations. This excessive concern with minor and short-range market fluctuations can prove detrimental to sound merchandising policy. Seasonal goods must be available on time for effective promotion and retail selling.

Manufacturers and retailers have also begun to recognize that leather is a tremendous asset in the competition for the consumer's dollar. The tanning industry has begun progressive steps to acquaint consumers with the inherent values of genuine leather. These efforts are as much in the interest of shoe manufacturers and retailers as they are of tanners.

## NATIONAL SHOE RETAILERS ASSN.

By Lee E. Langston
*Executive Vice-President*

THE issue is this: Should there be any change in shoe retailers' operating policies, or, are they justified in avoiding speculation, taking moderate risks, exercising caution and concentrating on the job of moving merchandise?

Compared with prewar, 1949 sales totals are tremendous. However, that kind of comparison can be misleading because the measuring stick has changed (what does it cost to sell a pair of shoes today?) The big job in 1950 is distribution, selling and merchandising to the public. Shoe retailers must concentrate on that task. They must buy the goods needed for timely, vigorous selling; they cannot afford to tie up and jeopardize precious capital with needless inventory, duplicating lines, and slow-moving numbers.

The past year was not a pushover; 1950 comes up with just as many problems for shoe retailers. A potential market of the broadest magnitude confronts shoe retailers. It must be exploited vigorously, combining merchandising aggressiveness with common sense planning and control of inventory. Before 1950 is completed, pairage volume can and should near last year's levels.

It is too easy to accept that an iron law governs the shoe business, a law which prevents people from wanting and consuming more shoes. But in spite of potentialities for growth in the shoe business, demand in 1949 has remained in the per capita range of the last generation. Merely because per capita consumption has been stable for thirty or forty years is not sufficient justification to miss the possibility of increase or accepting a shrinking share of the consumer dollar for footwear.

Financial reports from various retailers throughout the country coincide in disclosing a sharp reduction in markets. Even where volume has been relatively well maintained, store nets are down considerably. The reason is familiar to every retailer—operating costs. There is no element of cost that can be taken for granted today.

Promotion can yield big dividends in 1950. The only way to promote footwear is to spell out shoes in dramatic and bold letters so that consumers will translate subconscious wants into tangible needs.

## NEW ENGLAND SHOE & LEATHER ASSN.

By Maxwell Field

*Executive Vice-President*

THE New England shoe industry led the country in shoe production during 1949, and the outlook for a continuation of this trend in 1950 is very favorable.

Total output this year of 148,000,000 pairs valued close to $500,000,000 is estimated for New England. This is based on U. S. Bureau of Census reports, which indicated that for the period January through August production in Maine, Massachusetts and New Hampshire totaled 99,146,000 pairs, a gain of 3.6 percent over the corresponding period in 1948. For the same period, total output in the United States was actually 1 percent below the preceding year.

New England's share of U. S. production, as a result of these gains, increased from 30.8 percent in the first eight months of 1948 to 32.2 percent in 1949.

New England's successful expansion of shoe output may be partly attributed to its concentration on medium to low-priced men's and women's footwear, which include casual and playshoe types as well as slippers, which types have been in increased demand.

Shoe prices have remained on a firm level during the current year, with average factory prices varying from $3.35 to $3.70 a pair. Trade leaders look for a continuation of current prices next year, despite increased manufacturing and retailing costs of operation.

Current strength in hide and leather markets is expected to be maintained at least through the first quarter of 1950. Cattlehide and calf slaughter totals next year are expected to equal this year's levels of 21,000,000 hides and 15,000,000 skins. However, increased imports during 1950 are forecast, due to the recent devaluation of world currency, so that the total raw stock supplies should exceed this year's levels.

Total U. S. shoe production in 1950 is forecast at 460,000,000 pairs, or virtually the same as estimated 1949 output of 462 million pairs. New England's share should be close to 33 percent, or a total of 150 million pairs, a gain of several million pairs over the current year. This forecast is made on the prediction that general business will prove as favorable in 1950 as it was this year.

## ST. LOUIS SHOE MFRS. ASSN.

By Arthur H. Gale

*Executive Secretary*

GENERALLY, the outlook for 1950 is bright with every indication that business will be better than in 1949. Since retailers do 75 to 80 percent of their volume sales on 25 percent of their stock, St. Louis is setting its sights on that 25 percent by concentrating on the producing of well-made, style-right, medium-priced shoes.

### Branded Market

St. Louis is a branded market where the best known and most highly advertised shoes are made. Therefore, production in St. Louis has been steady and should continue so for the majority of manufacturers. If the present economic situation sustains, there is every indication that the greatest demand will center on shoes in the medium-price category of which St. Louis is the largest producer.

Short-term buying has been a headache to manufacturers all over the country. This over-cautious trend has caused several St. Louis manufacturers to rearrange their styling, putting it on a month-to-month basis to conform with present buying habits.

### Holding Prices

The probability that labor rates will continue at present levels and with the demand for raw materials centered on short supply, the manufacturers are confronted with a definite problem in holding the current price line. However, any rise in prices should be small and only minor adjustments at retail will have to be made.

Profits are being figured closer each year if firms in the stable St. Louis market expect to give a fair return to their stockholders.

Promotion for St. Louis has been built around the consistent advertising of brand names through consumer magazines, radio and television. In men's, women's and children's lines this market will continue to stress long established trade marks of quality. St. Louis manufacurers are attempting to stabilize retail business through the inauguration of intensive sales and merchandise programs. They are also working with the ready-to-wear market in keeping abreast of the trends in fashion and color.

## National Association Of Shoe Chain Stores

By Edward Atkins

*Executive Secretary*

Though 1949 was not an easy year for shoe chain stores, they are planning progressively for 1950. Sales budgets are being established with the objective of equalling 1949 dollar sales on a store-for-store basis. Unit sales somewhat higher than 1949 are being planned in line with slightly lower average prices than prevailed in the opening months of 1949.

The barometer reading indicates "stormy weather" will continue regarding profit potentials. In 1949 shoe chain stores generally were unable to reduce costs of operation in line with reduced sales volume. The result will be reflected in poorer profit showings. For the year ahead expense items will be scrutinized as never before, but the major operating costs of rent and selling expense show every sign of continuing to be at peak levels in ratio to sales.

### Spending and Demand

Two general economic background factors will exert a positive influence on chain shoe store business in 1950: (1) the continued high rate of income available for personal consumption expenditures; (2) satisfaction of a good deal of the pent-up consumer demand for durable goods.

It is important to note that inventories are in good balance. Merchants are entering 1950 with stocks no larger and in many cases lower than they were a year ago. Necessity for inventory liquidation imposes no artificial restriction on buying and selling plans.

Both buying and selling plans are benefiting by closer coordination between retailer and manufacturer. Production and delivery schedules are being timed better than ever. Orders are being placed with the objective of attaining maximum production efficiency and correctly peaked flow of shoes into stores.

Shoe prices in chain stores will remain practically unchanged in spring 1950. Volume selling prices in women's dress shoes will again be $4.99 and $5.99; in casuals, $2.99 and $3.99; in men's, $5.95 and $6.95; in children's, $2.99 and $3.99.

With the goal of increasing per capita shoe consumption, shoe chain stores will promote more actively in two fields: men's summer weight footwear and women's "matronly" types.

# EASIER TO SELL

Work Shoes sell more easily . . . in larger volume . . . at a better profit . . . when you promote them as

## "WEATHERSTRIPPED"

with Genuine

**BARBOUR** *Stormwelt*

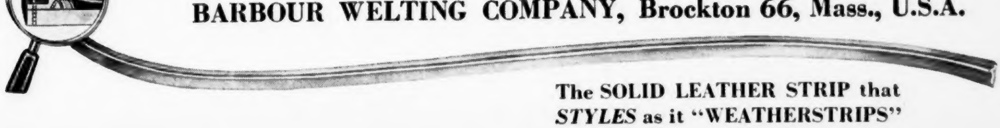
PATENTED


Any recognized work shoe manufacturer can furnish your work shoes with genuine Barbour Stormwelt — plus the extra selling power of Stormwelt tags and the Stormwelt promotional program.

*Stormwelt* **"Weatherstrips"**

*Stormwelt* **Holds The Shape**

*Stormwelt* **Styles The Edge**



**BARBOUR WELTING COMPANY, Brockton 66, Mass., U.S.A.**

**The SOLID LEATHER STRIP that *STYLES* as it "WEATHERSTRIPS"**

## NATIONAL HIDE ASSN.

By John K. Minnoch
*Executive Director*

THERE is a difference of opinion among hide men as to the outlook for 1950. Some feel that with tanners utilizing almost every hide produced, synthetics are supplying a need that leather couldn't provide for, anyway.

The U. S. has never produced enough hides to take care of its home market. We are a hide-importing nation. It is now difficult to get hides from other countries at the so-called "world level." This tight supply situation isn't likely to clear up completely, even with appreciably more hide imports.

Other hide men contend that every inch of ground lost to synthetics may never be regained. They believe that unless leather is vigorously promoted and sold, shoe uppers may do a turnabout on leather as have a large percentage of soles.

### No Price Drop

Hide prices aren't going to drop while demand is strong. The law of supply and demand must be recognized. Hides are in short supply, even though slaughters for 1949 were appreciably greater than anticipated. Slaughter in 1949 amounted to about 21,000,000 head, compared with a prewar annual average of 16-17 million. Despite the 4-5 million increase, supply of hides is still insufficient.

Hide imports will have much influence upon domestic hide, leather and shoe prices in the year ahead. The present outlook, however, is for a moderate supply and firm prices.

The National Hide Assn. is now embarked on the most aggressive, realistic program it has yet undertaken. During the past year, due to its activities, it has experienced a mushroom growth. It is indicatve of the new spirit and intensive promotional activity interwoven in the plans of NHA for the coming year.

With costs remaining stable, or rising somewhat, and with rawstock supplies still short of demand and need, we look for a firm price structure in hides for the coming year—certainly at least for the first half year. Remember that we are also confronted with an increased population, now numbering 150,000,000. This spells vastly greater consumption of leather and leather products—and hence hides—than prewar; a consumption that has kept a pace ahead of supply. Thus hide dealers see a wholesome year ahead for their business.

## NATIONAL SHOE WHOLESALERS ASSN.

By Francis B. Masterson
*President*

ONE of the greatest problems plaguing our industry for solution is the per capita shoe consumption. Every effort possible should be accentuated by trade organizations in an attempt to procure more of the purchasing dollar than our industry has received in the past. During the last sixty days, there has been manifested a much keener interest in consumers' needs. This is the first step toward the development of the extra pairage program.

Many wholesalers feel that prices at this time are too high to justify early buying in volume. Another consideration which has deterred them is an "inventory consciousness." It may prove an unwise decision to delay too long placing their normal requirements. The hope of some merchants for lower prices may prove to be wishful rather than sound thinking. Many manufacturers believe that their prices are too low and do not reflect the advances in materials, and the minimum wages they must pay after January 1.

### Prices, Credits, Profits

There are no indications at present that there will be any perceptible decrease in prices; there are many indications pointing to advances as the year progresses. The atmosphere is not charged with an abounding optimism. Business will continue to present many stubborn riddles. The wholesalers' place in our country can be maintained only by the expenditure of great thought and effort. They must examine their operating costs to the end that they are in proper alignment with their volume.

Many wholesalers view with grave concern the credit situation. There is no fixed rule they can be guided by, as conditions in each locality differ. The individual retailer's business is contingent, to a great extent, upon the payrolls in the town. Disturbances, such as strikes, layoffs, etc., deterrently affect his business, and vitally handicap him in the prompt discharge of his obligations.

There is nothing to indicate the profit outlook for 1950 will be better than in 1949. No greater mark-up may be expected. Increase in volume, rigid control of inventory, and reduction of merchandise losses, may reflect a more profitable year for 1950.

## NATIONAL SHOE TRAVELERS' ASSN.

By Norman H. Souther
*Secretary-Treasurer*

WITH our great resources and the proven ability of American business leaders we should enter the coming year imbued with optimism and a determination to overcome any obstacles and make 1950 a most prosperous year. With these thoughts, we must refuse to let either propagandists or politicians formulate our business policies.

It is our opinion that we will make and sell around 470 million pairs of shoes, (of all types), in 1950. If our goal is to make and sell 600 million pairs of shoes a year, present promotional plans must be changed. A different plan must be formulated. The shoe industry must be explained and sold to the consumer. Valuable information on the subject of selling the consumer can be obtained from the food industry.

### Prices, Inventories

Those who have been predicting lower shoe prices are doomed to disappointment. Shoe prices will be somewhat higher and the market will be firm and steady through 1950.

Shoe inventories as a whole are not in balance due to unseasonable weather in some sections and unintelligent and indifferent buying and merchandising methods in most sections. Failure to place orders in time for proper deliveries is another reason for unbalanced stocks.

If shoe retailers and other business want a prosperous 1950, and we presume they do, then they must get away from the Wailing Wall and discontinue the watching-and-waiting attitude.

Peak-and-valley buying and production must be eliminated or else we may face quotas and controls. Act now before it is too late. Refusal to place advance orders is neither smart business nor good merchandising. It means losses not profits.

Neither this nation nor any other ever had such wonderful opportunities for continued and increased prosperity. Should we fail to capitalize on the advantages by pussyfooting or inaction, the fault is ours.

As for the National Shoe Travelers' Association, we intend to make 1950 the biggest and best year in our thirty-nine years as an Association.

## NATIONAL SHOE PATTERN MANUFACTURERS ASSN.

By Walter R. Guild
*Managing Director*

THE outlook for the shoe pattern manufacturing industry in 1950 is very favorable. Statistics compiled by the National Shoe Pattern Manufacturers' Association show not only an increase in the sale of patterns, but also an increase in demand. There was a ten percent increase in sales in 1948 over 1947. Figures for ten months of 1949 indicate that sales this year should again exceed previous year's figures.

The steady progress of the shoe pattern manufacturer proves that pattern engineering is a valuable asset in the shoe industry. Shoe manufacturers are demanding more complete sets of patterns. Shoe manufacturers, realizing the value of the services offered by shoe pattern manufacturers, are utilizing these facilities to greater advantage than ever before.

The National Shoe Pattern Manufacturers' Association is conducting a direct mail informational program for the benefit of shoe manufacturers. It aims to show how patterns help to produce footwear which will have greater consumer acceptance and how low the cost of the pattern is when compared with the cost of the finished shoe. (Prices have not risen appreciably since 1933 when NRA fixed shoe pattern prices.)

In its brochure, "The Story of Shoe Patterns," prepared in cooperation with the National Shoe Manufacturers' Association, many features of the value of the use of shoe patterns are presented. The demand for copies of the pamphlet is indicative of the interest of the manufacturer in pattern engineering and production.

### More Shoe Styles

We expect to see the production of more shoe styles in 1950. More styles means more patterns.

Because of the skills demanded, wage rates in this industry are relatively high with no hourly rates below the new minimum which becomes mandatory on January 25, 1950.

The return of older former employes, the hiring of apprentices and a constant study of the needs of the industry by the Association all point to a continuing healthy development of the shoe pattern manufacturing industry.

## LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.

By Maurice A. Levitan
*Executive Vice-President*

WHAT lies ahead for luggage and leather goods? No industry can help but feel that the present impetus of high income and high spending will normally pass it by. But our industry is hampered in its normal operations by an unjust and discriminatory tax.

Being traditionally a gift item, the luggage and leather goods industry is fighting for its share of the gift dollar. The success of that fight in 1950 depends upon the repeal of the 20 percent excise tax now levied on all retail sales of luggage and leather goods. The first and telling impact of this burdensome impost came in 1949.

### Excise Tax Hurts

Any decrease in the sales of luggage and leather goods that may be recorded for 1949 stem directly from the excise tax. I attributed the unemployment which for the first time made itself felt in our industry, to the excise tax. Unless this tax is repealed in 1950, irreparable harm will be done to an industry whose only fault has been that it is the user of so-called vital war materials, and thereby was subject to a most "punitive tax."

Removal of the tax will undoubtedly result in good business. Our manufacturers are well prepared production-wise and sales-wise, to meet the demands of consumers who have become luggage and leather goods-conscious. This year has seen an adjustment in prices to meet the demand of the consumer. Never in the history of the luggage and leather goods industry has there been such value offered. Costs have been trimmed at every possible point. Excess profits never have been the forte of our industry.

Our promotional plans and programs have been well considered and are ready for execution. The year 1950 can be good. We have the facilities to make it good. But we cannot go forward without the relief promised, that the excise tax on our products would be removed six months after the cessation of hostilities. Unless that promise is kept early in 1950, the luggage and leather goods industry cannot look to 1950 with any optimism.

## NATIONAL HEAVY OUTERWEAR ASSN.

By Jules Goldstein
*Executive Secretary*

THE Leather Garment Industry is a highly specialized one. Although the United States is a large producer of leather for all purposes, we have always depended upon the importation of skins to satisfy the demand. Recently we have had a great deal of competition from other nations, who have successfully competed with us in the purchase of skins in South America, Australia and the Near East.

Due to the quality of the skins which were delivered to us during the war, many of our manufacturers had to supplant their production by making garments of textiles. However, if one wants a leather jacket, there is no substitute for it, and the leather jacket has remained an important item of apparel in spite of all the set-backs.

### Good Demand

Early in 1949 it looked as though the leather garment was gong to be almost a forgotten item, but as the season came on, the leather jacket and coat increased in popularity, and factories were hard put to meet production schedules. So 1949 finished a very excellent year for the leather garment Industry.

Production of boys' leather garments has greatly increased. The ladies, too, have gone all-out for leather jackets, suits and top coats, and manufacturers today are making beautiful garments for women in suedes in all the attractive colors and shades.

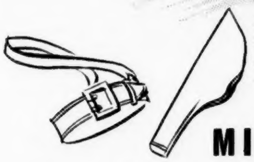
The cost of leather garments has not shown any greater increase than in those made of fabrics and textiles. But each coat must be cut individually. Our increased labor costs must be reflected in the price of the garment. No manufacturer makes any additional profit margin because a garment is of leather. Costs therefore would not be inordinately higher than those of garments made of textiles.

Our Association and industry plans, both for advertising and public relations, to stress the importance of the leather garment in the wardrobe of men, women and children. When the tight situation of leather supply ceases, the industry will leap forward, both because of the demand for the garments and the increased production.

# HUCH

**FOR SHOES**

**MEN'S BELTS**



**MILITARY BELTS & HOLSTERS**

## *Genuine* SHELL CORDOVAN

*"the Platinum of Leathers"*

**SHARK PRINT CORDOVAN**
*for Tips on Children's Shoes*

## The HUCH LEATHER COMPANY

***TANNERY and MAIN OFFICE:*** **1525 W. Homer St., CHICAGO 22, Ill.**

KAYE & BARNES, INC., 93 South Street, Boston • FRED SCHENKENBERG, Dallas, Texas

A. J. & J. R. COOK, INC., Los Angeles and San Francisco

## ASSOCIATED SHOE INDUSTRIES OF SOUTHERN MASS.

By Walter T. Spicer
*Executive Secretary*

THE general business outlook for 1950 will correspond to results secured in 1949. The first six months of the year particularly, will exceed 1949 due to a backlog of business built up as a result of strikes and other restraining influences. However, with wage income and savings continuing at a high level, general business prosperity will be evident.

During the last half of 1950 Governmental policies, due to it being an election year, will contribute to improved business activity.

Production of shoes for 1950 will compare favorably with 1949. For companies making an aggressive effort, there will be increased productivity. However, tempering factors such as improved service from the types of shoes generally used.

### Sales, Costs, Prices

Stocks of shoes are fairly well depleted. Increased sales and an improved sales pattern can result where intense promotion is put behind a company's product. Any sharp upturn in consumer purchases would begin a wave of dealer buying.

Economies will be practiced to eliminate waste. Efforts will be made to increase the productivity output per man hour and reduce unit labor cost. There will be no general labor rate reductions in manufacturing. The price of raw materials as regards labor cost, reflecting fringe benefits granted to labor, will be increased as national patterns are established. Prices of raw materials will fluctuate in a narrow price range.

Although considerably increased prices will be justified, every effort will be made to hold the line on prices, with some manufacturers endeavoring to absorb any cost increases. There will be very slight digression from present wholesale prices.

### Profits, Promotion

Most companies' margin of figuring the cost of finished product will be so close that profits will be generally low, with many just breaking even and some with losses. Nothing indicates an opportunity for a reasonable profit that should be expected by any properly managed business.

Hardhitting, courageous promotional undertakings, even in the light of shrinking profits, will in many companies mean the difference between a successful or poor business year.

## WOOD HEEL MFRS. ASSN.

By Walter R. Guild
*Managing Director*

THE Wood Heel business is tied in tightly with the shoe business. All the ramifications of the shoe business thus determine the behavior of the heel market.

Wood heel manufacturers are encouraged by such forecasts as "the most unlikely possibility of all is that business will go into a drastic tailspin during the next six to twelve months." A recent Federated Department Stores, Inc. press release stated "That the next six months should show no further drop in employment and production and that 1950's business would more than recover from the low point registered in July, 1949." Shoe economists predict that 1949 production will about equal 1948 pairage of 462 million pairs.

Reports from our membership indicate an unusually heavy demand for samples in various styles and heights calling for extended participation in an all-out effort to bring forth a range of styles such as not experienced since prewar.

### Advanced Technology

Processing in scientifically controlled dry kilns is the rule rather than the exception today. Modern techniques in machinery reflect themselves in heel-making equipment.. Manufacturers of wood heel-making machinery report heavy sales of new and greatly improved wood heel-making machinery. Such advanced cutting tools as carboloid steel-tipped saws and cutters all tend for finer heel-making. Mechanical aids and conveyor systems have been introduced on a wide scale. Cements and adhesives, greatly improved and refined, are eagerly adopted and much sought for.

What of its labor problem? A high level of earnings is made possible by the introduction of this new and improved machinery and technology. Speed in manufacture has reached new levels. More goods are produced today in the same number of working hours, increasing average hourly earnings without a relative increase in cost. Heel costs should remain at their present low level. Commensurate with this, no labor troubles are anticipated. Past history in this respect is a distinct credit to the industry.

We look to 1950 with confidence, anticipating normal peacetime production of all types and styles.

## STITCHDOWN SHOE MFRS. ASSN.

By Samuel G. Dones
*Secretary*

THE Stitchdown Shoe industry is climbing again. It is therefore with confidence that we look to business for the coming season.

We also believe that while inventories among distributors are comfortable, they are not overstocked in our type of merchandise. Because of recent lags in buying, sales in the near future should be quite healthy, particularly to replenish the number of spots where shortages actually do exist; also, to introduce to the consumer the number of new styles being offered by most manufacturers.

As always, our industry is geared for mass production and we feel sure, that we will not fail now, but rather, with the introduction of better methods, will meet any production problem that it may encounter.

### Costs Rising

Stitchdown manufacturers, both those classified as low end and those classified as popular-priced, are facing a definite increase in costs. These are constantly being pyramided by many factors, such as freight, insurance etc. which did not exist in previous years. However, because of the competitive conditions under which we operate, both amongst ourselves and against other types of footwear, the stitchdown industry has always been known to hold prices down as low as possible. This seems to be more evident for the future than in the immediate past.

With costs up and prices being held down, we automatically operate on a low profit. This will definitely be the rule, rather than the exception during the coming year.

However, the many improvements made in this type of shoe, has been so great, and with the advent of better work and better fit, plus the holding of low prices, a great volume of units should be anticipated.

Therefore, for us members in this branch of the industry, whose products offer the public recognized standards of quality at values which fit the public pocketbooks, no matter what the price groove may be, a good healthy 1950 should be enjoyed.

## NATIONAL ASSN. OF LEATHER GLOVE MFRS.

By James H. Casey, Jr.
*Secretary*

THE glove leather tanners in Fulton County who supply the majority of the finished leather to the glove manufacturers have been on strike for 23 weeks. The result today is that we have not been able to put out a line for the spring of 1950, with the exception of the most basic styles and colors—whites, blacks, browns, and blues. Thus there will be no high-style leather glove colors for spring unless there is a very quick and definite settlement of the strike.

We deliver high fashion merchandise in January for resort promotions and early Easter promotions. This has to be abandoned for the coming season.

**Low Inventories**

We are going into the year 1950 with less inventory than ever before in our history. This is caused by the shortage of leather. Manufacturers had to use up every bit of inventory to meet current demands.

The high price of raw skins in Europe is having a disastrous effect on the glove industry itself. Also, tanning charges are too high, and labor costs in the glove industry are high. Thus we are not able to give to the consumer merchandise at a price she is willing to pay. Fabric gloves are making their inroads for two reasons: price; and they are able to give consumers colors and a washable product that is so desperately needed today.

It is difficult to project our thinking much beyond the spring. If the retail business in leather gloves holds up, the men's houses should get into active production as soon as the strike is settled. There should be a fair demand for ladies' leather gloves after the Easter season. Retailers won't do much buying of leather gloves for the spring season, due to our inability to produce in time for their selling season. Our fall business should be good, because the retailers' inventory will be at a very low ebb.

We look for a very quiet four months, with some pick-up in May and June, going into full production for the last six months of 1950.


THE year 1949 was the closest to a "normal" one that the shoe and leather industry has seen since 1940. Though 1948 saw the shoe industry back to its normal level of production stability, the rest of the picture—the prevailing inflation in particular—was too unsettled to implant a diagnosis of "normalcy" on the patient.

Shoe production in 1949 hit an estimated 460,000,000 pairs, practically the same as last year, and in accord with the "traditional" three-pairs-per-capita pattern. However, production of most leathers was below the figures of 1948. But output was sufficient to take care of demand in most instances.

The significant part about the year was that while the national economy was adjusting itself with some deflation from the inflationary peaks of 1948, and seeking a level of stability, the shoe and leather industry's own economy held its ground. It had made its own adjustment earlier, beginning as far back as 1947.

Hence, for the year just past, we saw a relative stability in prices, supplies, inventories, production, sales, buying, labor conditions. There were the expected fluctuations or variables, but as a whole conditions were stable.

**Production**

Shoe output was almost identical with the 1948 level of 462,000,000 pairs. There was a significant shift in types of production, however. For instance, the increase in casuals at the expense of dress types. Some producers saw this as something more than a trend—as a "permanent" shift. Women's shoes accounted for about 31 percent of total output as compared with 27 percent last year. Women's casuals and playshoes accounted for 15 percent of the total shoe output as compared with 13 percent for 1948. More manufacturers were viewing the casual as a year-round instead of a seasonal shoe.

Men's shoe production lagged slightly behind 1948, which was a dull year in this branch. Dress shoe business fell about 5 percent. However, the men's shoe producers and sellers teamed up to take a significant step by mass promotion of a new theme: Seasonality in Footwear. The idea was simply to promote shoes on a seasonal basis, to create buying demand and break the male habit of wearing the same pair year 'round. Also, to select four or five basic style themes to be promoted, and to get all producers and sellers behind these basic styles each season and thus provide a concerted merchandising effort that could be more effective than if spread thin by each producer promoting his own basic themes. Men's shoe manufacturers felt that 1949 was highly significant for them in this respect—a new merchandising springboard had been devised.

Practically all types of leather showed a decline in output—a mild decline from 1948. This did not denote any shortage of leather to meet demand. It simply complied with the tanners' postwar policy of smaller inventories—of producing closer to the figures of actual orders.

On the other hand, leather consumption showed a dip. Sole leather continued to feel the inroads of synthetics. The latter were also driving deeper wedges into other leathers—upholstery, personal leather goods, sporting goods, handbags, luggage, etc. And even the upper leather market for footwear began to feel the competition, particularly from synthetic suede, though no major dents had been made.

Domestic cattlehide supply for the year was an estimated 21,000,000, about a half million above 1948, but wholesomely above the 1935-39 annual average of 16,300,000. Calf and kip skins were about 1.2 million off from last year, and only slightly above the 12.6 million annual average for 1935-39. Domestic sheep and lamb output was estimated at 13.6 million, three million below last year and 5.5 million below the 1935-39 annual average.

Net imports of cattlehides were virtually nil for the year, as were net imports for calf and kip skins. Goat and kid skin imports were an estimated 38,000,000, about the same as 1948. Sheep and lamb skin imports were expected to reach about 19,000,000, or four million off from 1948.

### Inventories

Low or minimum inventories continued to be the pattern throughout the entire industry. Shoe manufacturers, wholesalers, retailers, tanners, hide and skin dealers, suppliers—all maintained fairly adequate inventories, enough to take care of demand, but few ventured beyond that limit. This now appears to be one of the postwar phenomena that is shaping up as fairly permanent policy. Opinions as to the benefits are pro and con. Nevertheless, the spirit of caution of "overstocking" in an uncertain market or economy has given impetus and popularity to the low-inventory policy. Tanners' inventories of finished goods, for instance, remain around 35 percent of prewar levels. It will take time for businessmen to acclimate themselves to the reality of the higher postwar plateau and the fact that the postwar boom is more substance than shadow.

Shoe retailers have also operated on low inventories—in many cases to a harmful degree. Insufficient sizes in stock have caused pronounced losses of sales at retail levels. In such cases attempts are made to persuade the customer to buy something else. Salesmanship has suffered. But retailers continue to prefer sales losses to "risk" of larger stocks.

This has backfired all along the chain. Manufacturers, tanners, and suppliers have likewise played their cards close to the chest as a natural reaction.

### Buying and Sales

A new pattern in buying took root. Up to this year only the seeds of this pattern were being sown. Now it appeared that short-range buying was to be a new but permanent fixture in the industry. This meant smaller but more frequent orders—and orders placed much closer to season with demand for fast delivery.

This disrupted the traditional pattern in the industry. Shoe manufacturers, tanners and suppliers have all been forced to conform to the new policy, make adjustments in their own production schedules. It has, however, helped to level off the prewar peaks and valleys common to the industry. It has also posed some difficulties: for instance, making deliveries on time. Last-minute orders coming from all sources at one time was a challenge not always able to be met. Retailers and manufacturers alike suffered to some extent.

But retailers have shown no intention of changing to longer range buying. They have found themselves able to function adequately on shorter range buying and smaller and more liquid inventories which reduced their risk and tied up less of their cash. Another phenomenon has also grown out of the policy: the in-stock department. More and more shoe manufacturers reported installing in-stock departments or expanding existing ones. Manufacturers did 25 percent more business from in-stock departments in 1949 than in 1946, and substantially more than prewar. Growth of the in-stock department is simply in compliance to the demand by retailers for fill-in orders.

Retail shoe sales as a whole were a bit off from the peaks of 1948. Shoe sales in department stores were estimated to be off about five percent for the year, while inventories were up about two percent from last year. Sales in shoe chains were also off about five percent for the year. Sales in independent shoe stores were off around six percent. Shoe wholesalers reported a sales decline of about seven percent for the year.

No one had the answer to these declines. Purchasing power was just as strong in 1949 as in 1948—in fact, consumer incomes were reported to be only three percent below last year. One prominent shoe chain executive may have hit the answer: "We need new selling tactics. Our selling has started only after the customer is in the store. We need the selling that brings the customer into the store."

### Costs, Prices

Industrial and other costs levelled off somewhat in 1949, scaled down a bit from the inflationary peaks of 1948. Materials showed the most prominent decline of all costs, though even here there was no sharp drop. The foam simply had been taken off the top of the beer. Overhead costs remained fairly static—rents, taxes, insurance, lighting, power, etc. Labor costs went up a bit as a whole, though the intensive drives of 1946-47-48 had petered out. But these increases were sufficient to nullify, in most instances, the savings made in material costs. Overall, it cost just about as much to operate a plant or store in 1949 as in 1948. The significant point for the year was that costs as a whole had ceased the continuous rise that had begun in late 1945 right through early 1949. The year was the first levelling-off period we had since war's end. We had now settled on a more stable and predictable cost plateau.

The much rumored decline in shoe prices failed to materialize at any time during the year. In fact, prices were either firm or slightly up. Even the mild declines in some leather prices and in prices of other materials or supplies did not bring about corresponding reductions in shoe prices. As mentioned before, other cost increases nullified reductions in materials and supplies prices, so that shoe prices could do nothing but hold their position or even rise slightly in some instances.

More manufacturers did venture into lower priced lines, though none went in for price cutting, for the latter would have been fatal. Average factory value of footwear fluctuated during the year, reaching a low of $3.37 per pair in July. Annual average was about $3.51. These shifts, however, showed no appreciable effect on retail prices.

Most significant strike in the leather industry was the one affecting the 18 Gloversville tanners, and which lasted from July to the end of the year. The tanners courageously refused to deal with Local 202, a branch of IFLWU, on the issue of Communism. It was a costly strike for all concerned.

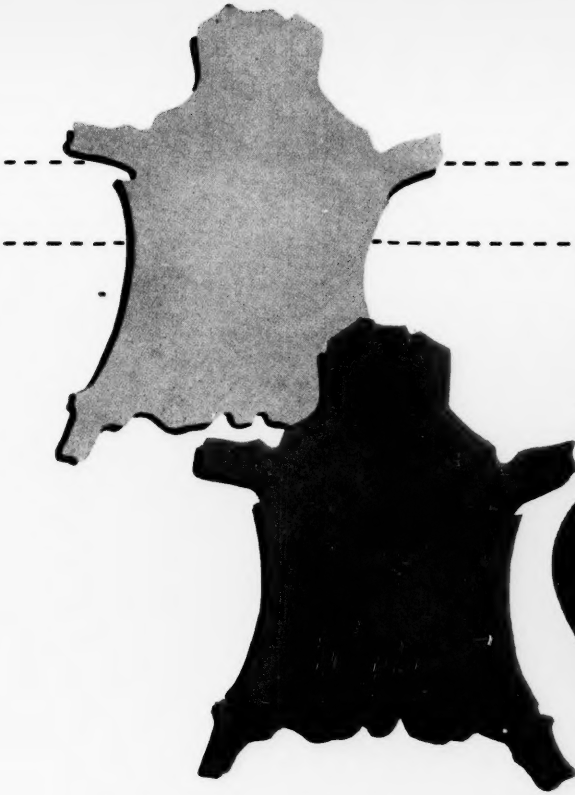
Relatively peaceful conditions prevailed in the shoe industry. The two most important strikes occurred at Selby Shoe, Portsmouth, Ohio, and Douglas Shoe, Brockton, Mass. Both resulted in the companies moving part of their operations elsewhere.

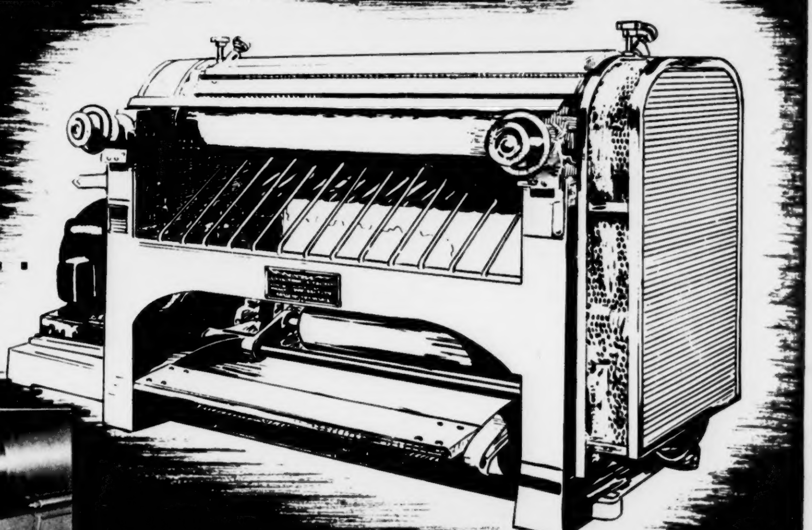
Wage increases were granted in both the shoe and leather industry, conforming with the national wage scale upward. But the introduction of pensions, amounting to $100 monthly, presented a whole new vista in the labor scene. It was obvious that the shoe and leather unions would seek, beginning in 1950, pensions for their workers as had been obtained in the steel, coal and auto industries during 1949. The pattern had been established. All unions would be expected to follow.

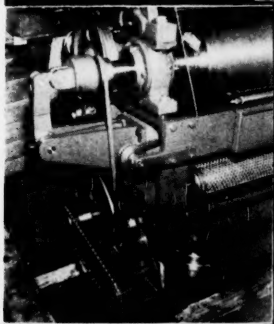
### L & S

*Leather And Shoes* continued to top all papers in the shoe and leather industrial field in editorial performance. During the year some 17,000 reprints of its editorial material were ordered by readers—a record unmatched by any other publication in the industry. It again won the honor

(*Concluded on Page 66*)







Close-up ... other features which make ... NING outstanding of its type.

...HAVING

...INE

You ~~can~~ depend on it . . . as thousands of users have . . . because the Lightning Buffing and Sanding Machine has been thoroughly tested under the most rigid operating conditions.

And, what's more important, back of its superb performance and durability stands the entire Curtin-Hebert organization—pioneer builders of buffing machines since 1917.

Check the features at the left. Compare before you buy. See for yourself how this new type oscillating buffing and sanding machine can speed up production and thus make more money for you. It is the most versatile, wide-face buffing and shaving machine yet developed!

**New folder shows construction and operating features and data. Send for your copy.**

## These Features cut costs and save money for YOU!

- Special anti-friction bearings allow oscillating the cylinder through the cylinder bearings without handicapping accuracy or life expectancy.
- Can be equipped with either cylinder brush pick-off and conveyor rods, returning the material to the operator or oscillating compressed air pipe and conveyor belt, discharging material to the front or rear.
- One permanent exhaust duct easily exhausts dust from both hood and pan while machine is in operation.
- Guards completely cover all belts.
- Micrometer adjustment of the rubber roll for accuracy and duplication.
- Easy and quick adjustment of the pinch roll.
- Dynamic balanced cylinder and motor.
- Complete set of accessories.

# CURTIN-HEBERT CO., INC.

**GLOVERSVILLE, NEW YORK**

## Review Of 1949

*(Concluded from Page 62)*

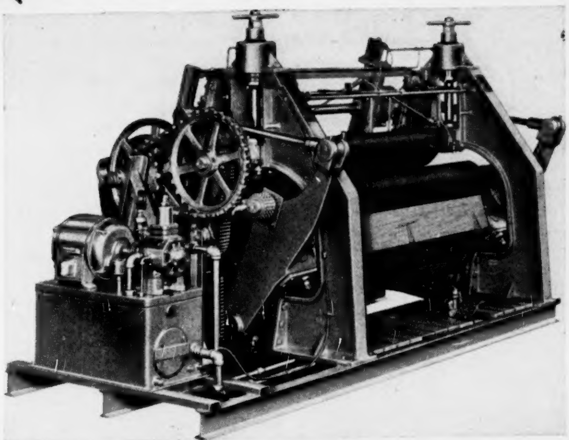
of being the "most quoted shoe or leather publication in the world." An international survey revealed that of all editorial material quoted from U. S. shoe and leather publications, 84 percent was quoted from *Leather And Shoes*, with 16 percent divided among the others. The next publication received only eight percent of the total.

*Leather And Shoes* introduced a new weekly feature this year—News X-Ray. This effort to penetrate and diagnose news highlights of significance to the industry met with wholesome reader response This added to L. & S.'s list of exclusive features, including New Developments, New Ideas In Shoe Construction, Foreign News and Markets, Technical Tips to Shoe Foremen, Labor News, Personnel, and Spot News.

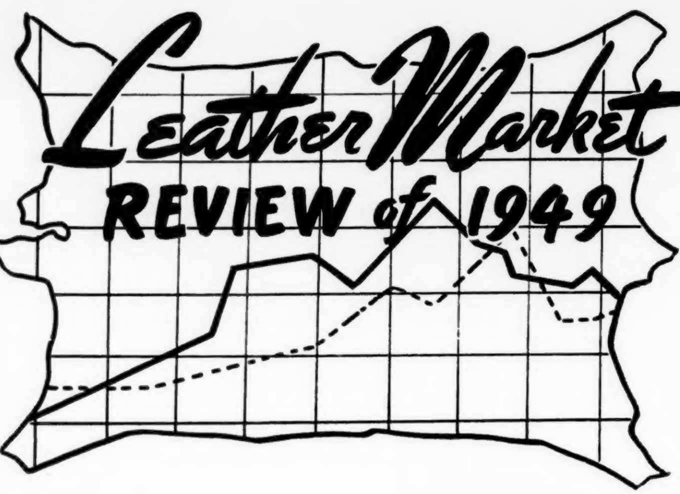
Over 30 percent more news items appeared in *Leather And Shoes* than in any other publication in the field. The magazine's news network extends not only to every important shoe and leather center in the country, but in over a dozen foreign countries as well (England, Argentina, Brazil, Scandinavia, France, Italy, etc.). Fast, accurate and broad coverage of news is a strict policy of the magazine.

*Leather And Shoes* published 25 percent more feature articles than the next publication in the field. A wide variety of articles covered important aspects of the shoe and leather manufacturing industries, probed retail operations and supply sources to furnish readers with informative and practical material. Scores of requests for reprints of these articles were filled during the year.

*Leather And Shoes* continued its policy of honest, aggressive, constructive business journalism. It maintains its contention that an outspoken but fair editorial policy is in the best interests of its readers and the industry it serves. The hundreds of letters and comments received throughout the year corroborated the correctness of this editorial policy. As a result of its editorial content and policy, *Leather And Shoes'* prestige rose several niches throughout the year. All of which has inspired the editorial staff to intensify its efforts toward an even better job in the year to come.



CHAS. H. STEHLING CO.




PERHAPS the outstanding feature of the market, both rawstock and leather, during 1949 has been its relative stability over a 12-month period. Contrary to early season predictions, most hides, skins and leathers do not show substantial price changes from this time a year ago. Primary exceptions to this rule are packer calfskins, which, at this writing, are up approximately 10c over Dec., 1948, and packer kipskins running about 5c over last Dec.

In the finished leather market, a run-down of comparative prices shows that most obvious changes have occurred particularly in sole leather offal. In a market characterized by varying demand and sharp competition tending to keep prices uneasy, bellies, shoulders, heads and shanks have put on a phenomenal burst of strength and speed to outdistance the field. Despite this, buyer demand has kept apace, orders are being placed for weeks in advance, and the situation shows no sign of easing.

The rawstock market has been one of close balance for months with lowered domestic production and foreign imports keeping available hides and skins at low ebb. This tight situation has held long enough so that tanners have little if any backlog of supplies. Although trade sources estimated U. S. hide supplies this year would reach 22 million hides, the National Shoe Manufacturers Assn. recently revised this estimate downward from 500,000 to 750,000 hides.

The import-export position has disappointed throughout the year. Latest 10-month totals available show that we exported 1,008,000 hides while importing 699,000, a net export position here of 309,000 hides. This has probably grown larger during Nov. and Dec. Although calf and kipskin imports have risen in past months, 10-months exports exceeded imports by 105,000 skins. Goat and kidskin imports were down about four million skins in this period while pickled sheepskin imports declined over 1.5 million pieces. Obviously, greatly lessened rawstock imports have tended to tighten supply.

### Devaluation

Devaluation of the pound sterling followed closely by the Argentine peso led many tanners to look for world markets to open wide as if in response to a magic "sesame." Most were sorely disappointed. For the most part, foreign dealers upped their prices to old exchange levels. Argentine relaxed long enough to sell us about 600,000 hides but these were mostly frigorifico-type extremes, about as large as our overweight kips. We also managed to buy up about 150 New England calfskins since then.

On the whole, however, price realignments resulting from devaluation are still Utopian vistas. Foreign dealers, buoyed by European purchases via ECA funds, have staunchly held to quotations. Hoarding, currency manipulations and various "unreciprocal" trade policies have aggravated the situation.

A quick look at hide and skin prices today and a year ago, excluding calfskin and kipskin already mentioned, shows an almost curious stability. Native steers which sold at 27c last Dec. were most recently at 24-25c and keeping within this range. Light native cows were holding at the 25-27c range with heavy natives perhaps 2-3c below the 26c of a year ago. Heavy and light Texas steers were down a few cents as were butt branded steers and branded cows but nowhere was the drop startling.

With few exceptions, the rawstock market has followed this pattern closely over the past 12 months—so closely, in fact, that few are willing to predict a substantial gain or drop as in the past when the market turned either bullish or bearish.

Leather prices, with a few exceptions, show the same stability. Sheepskin russet linings are still up to 22c, kid suede is holding its peak 1948 range of 70-90c for best selections of standard tannages, side leathers are bringing 53c and down for corrected extremes, 61c and down for corrected kips, and between 44-50c for best selection work elk. Lesser tannages drop off sharply but this has been the case for some time.

Men's heavyweight calf is generally bringing up to $1.06, a few cents below what it sold for last year at this time. Women's lightweight calf has followed the same pattern. Calfskin has been among the most uncertain leathers this year with price

drops occurring from time to time followed by a sudden elastic-like firming. Of late, this market has tended to remain strong.

Patent leather has also been an uncertain element throughout with quoted prices being merely nominal and sales made at whatever price buyer and seller could agree on. This market, too, has firmed lately, particularly due to Spring demand. Light suede splits are still selling around 38-43c, gusset splits up to 20c, and finished linings around 23c and down. Splits have been steady until recently when falling demand caused prices to ease slightly.

Kid leathers have shown few changes in price during the year, mainly because volume buying of both suede and glazed leathers has centered in the cheaper grades. Top quality suedes and glazed kid have for some time held to highs of 88c and $1.00 respectively with sales in the middle and lower grades made after considerable bargaining.

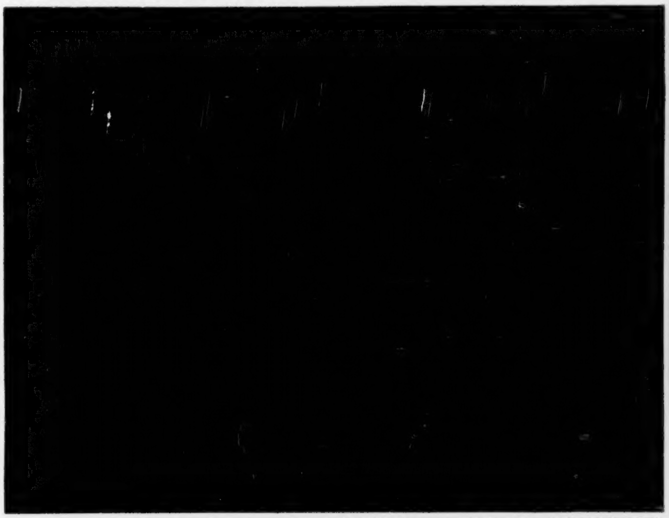
### The Big Exception

Only the sole leather offal market has shown important changes. This is a market that started the year on the same basis as other leathers — highly uncertain. Price lists at the first of the year showed steer bellies selling for 39-40c and cow bellies a few cents below this. Single shoulders with heads on were slow at 46-48c; heads 18-23c. Double rough shoulders brought around 60c.

By mid-year, steer bellies were down to 33-35c for steers, 31-32c for cows. Single shoulders with heads on sold up to 46c for lights but double rough shoulders went slowly at 48-55c, heads at 16-18c, fore shanks at 22-25c and hind shanks at 25-27c. Demand was not too active, price trends uncertain. By early Fall, prices suddenly firmed and then began to skyrocket and by Dec. they had reached new heights. Bellies, both cow and steer, brought up to 48c, double rough shoulders climbed first to 67c and thence to 70c and over, single shoulders with heads on went to 52c for lights, heads rose again to 23c, hind shanks climbed to 32-36c and fore shanks to 32-34c. It was truly an amazing display of strength and as the year came to a close, tanners and buyers discarded their crystal balls, could only go along with the tide.

It was a difficult thing to explain. Demand rose, naturally, as supply grew short. Tanners kept production down to immediate needs, found themselves unable to keep up orders when they began to snowball. As





prices continued to climb, buyers showed no inclination to resist until, finally, tanners found it easy to sell all they had and take orders for weeks ahead at top quotations.

Sole leather bends experienced another meager year, with synthetics continuing to make heavy inroads in sales. Oftentimes, weeks passed with good orders few and far between. On occasion, sales picked up enough to encourage tanners but were short lived. As a rule, sole leather tanners plugged along, selling what they could at best prices they could get. Curiously enough, bends prices have been steady to strong in the past few weeks but this has been due more to limited supply rather than growing demand.

At year's opening, both light and heavy bends were quoted at 72c with mediums a cent less. By mid-year, light bends were down to 62-63c while mediums and heavies fell to 60-61c. Fall saw the start of a climb which by Dec. found light bends selling for 64-66c and both mediums and heavies bringing 60-62c. Sales, however, showed little improvement and the sole leather market continued in the doldrums.

### Monthly Analysis

A quick glance at monthly price lists and trends should complete the leather review picture. By late Jan., the leather market was reported as "mixed" with buyers cautious. A temporary shortage of sole leather firmed prices momentarily with light bends moving slowly at 68-70c, heavies and mediums more active at this price. Tanners said the easing hide market meant little as hides were then poorer in quality. Price resistance continued to mark all business. The offal market was slow too with steer bellies quoted at 40c but finding few takers. Double rough shoulders met resistance, even at 61-62c.

Calf tanners reported prices on women's weights up a few cents but this meant little, as they owed 30-60 days production. Best women's calf leathers brought up to $1.10 with 70-85c accounting for the bulk of the business. Suedes were fair at $1.30 down. Kid orders were slow in coming but tanners were stepping up production of suede, expecting a business spurt. Rawstock prices were on the upgrade but tanners were buying little. Suede sold between 50-75c, glazed up to 80c.

Side leathers found the going good with 60c and down paid for best aniline types. Patent leather was dull with tanners saying, "It's just got to break soon." Split prices remained unchanged and business was reported as good. Belting leather business was fair as was lightweight case leather but glove leathers were quiet.

By late Feb., changes were evident. Although sole leather tanners reported a good inventory position, they were unable to sell at quoted prices. Mediums and light bends were down to 68c with heavies quoted up to 70 but no sales made above 68. It was strictly a bargaining market with buyers holding the whip hand and placing few orders until sure they had the best buy. Offal tanners began to quote all over the place which meant only they would take best offers. Steer bellies had few takers above 38c while cows went slowly at 34-36c. Double roughs were at 56-60c with heads at 17-19c.

Calf leathers held with suede selling especially well. Glazed was slow and only linings moved satisfactorily. Russet sheep linings were active up to 20c and chrome linings sold in volume at 26c. The garment sheep market was already where it remained most of the year—priced far out of buyers' interest. Side leathers slowed as the Easter run neared its end but corrected work elk rose from 53c to 56c and demand buoyed it up. Light suede splits found active interest up to 44c.

Early in March, light bends fell to 65c, with buyers still showing little interest. Mediums and heavies were at this level also. Buyers tended to wait out the entire market with prices evidently soft and on the downgrade. Price resistance was at its height and many tanners were in despair. Production fell to a low ebb with both tanners and shoe manufacturers playing it "close to the vest."

By mid-April, the market was slow, prices unsteady, oftentimes changing from day to day. Buyers were still

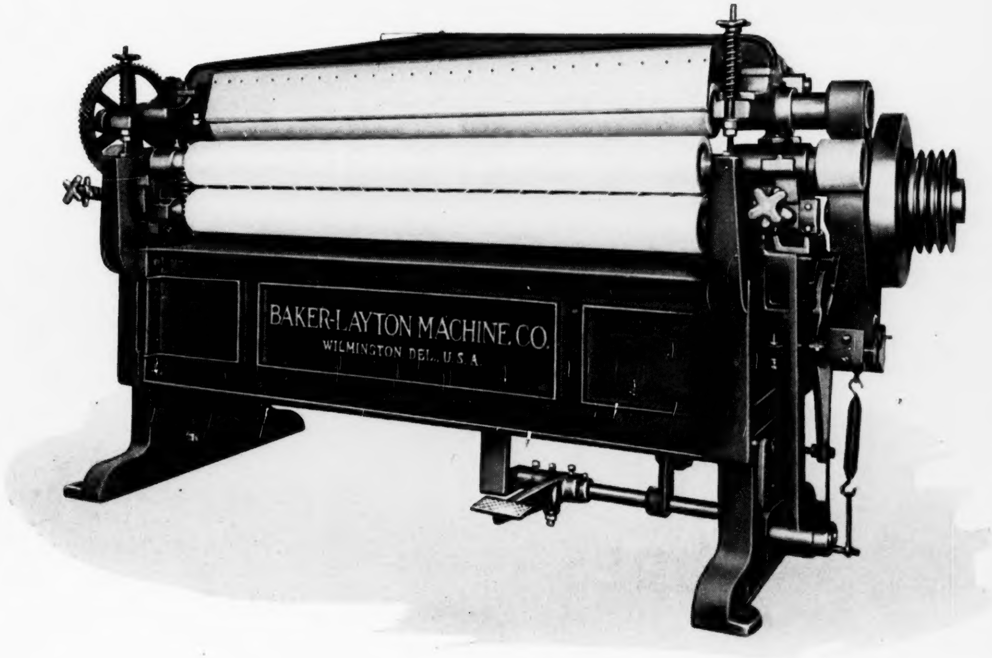
## Leather Prices for 1949

| | Jan. 15 | Feb. 5 | March 5 | April 9 | May 14 | June 4 | July 9 | Aug. 13 | Sept. 10 | Oct. 8 | Nov. 12 | Dec. 10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CALF (Men's HM)...... | 95-1.10 | 95-1.10 | 95-1.10 | 95-1.15 | 95-1.15 | 95-1.15 | 95-1.15 | 90-1.10 | 90-1.10 | 90-1.10 | 90-1.06 | 90-1.06 |
| CALF (Women's)....... | 90-1.10 | 90-1.10 | 85-1.05 | 80-1.05 | 80-1.02 | 80-1.02 | 80-1.02 | 80-1.00 | 85-1.05 | 85-1.05 | 85-1.06 | 85-1.06 |
| CALF SUEDE.......... | 1.05-1.25 | 1.05-1.30 | 1.00-1.25 | 1.00-1.20 | 1.00-1.20 | 1.00-1.20 | 1.00-1.15 | 1.00-1.15 | 1.00-1.15 | 1.00-1.15 | 1.10-1.20 | 1.10-1.20 |
| KID (Black Glazed).... | 55- 80 | 55- 80 | 55- 80 | 50- 85 | 50- 90 | 65- 90 | 65- 90 | 65- 90 | 70-1.00 | 70-1.00 | 70-1.00 | 70-1.00 |
| KID SUEDE............ | 50- 75 | 50- 75 | 50- 75 | 50- 75 | 50- 80 | 50- 80 | 50- 90 | 60- 88 | 60- 88 | 60- 88 | 60- 88 | 60- 88 |
| PATENT (Extreme).... | 56- 66 | 56- 66 | 51- 60 | 48- 56 | 48- 56 | 48- 56 | 48- 56 | 48- 56 | 48- 56 | 48- 56 | 48- 56 | 48- 56 |
| SHEEP (Russet Linings) | 19- 22 | 18- 20 | 18- 20 | 20- 22 | 18- 22 | 18- 22 | 18- 22 | 18- 22 | 18- 22 | 18- 23 | 18- 22 | 18- 22 |
| KIPS (Corrected)....... | 54- 60 | 54- 60 | 52- 57 | 50- 55 | 52- 56 | 55- 59 | 55- 59 | 54- 58 | 54- 58 | 57- 61 | 57- 61 | 57- 61 |
| EXTREMES (Corrected) | 48- 53 | 48- 53 | 45- 60 | 45- 51 | 43- 49 | 46- 53 | 46- 53 | 45- 52 | 42- 48 | 45- 53 | 45- 53 | 45- 53 |
| WORK ELK (Corrected) | 52- 56 | 52- 56 | 44- 60 | 44- 48 | 44- 48 | 44- 49 | 44- 49 | 41- 46 | 42- 46 | 44- 48 | 44- 50 | 44- 50 |
| SOLE (Light Bends).... | 68- 72 | 68- 70 | 62- 66 | 60- 63 | 61- 63 | 61- 63 | 61- 64 | 60- 63 | 62- 65 | 64- 66 | 64- 66 | 64- 66 |
| BELLIES .............. | 36- 40 | 36- 39 | 34- 37 | 32- 36 | 32- 35 | 32- 35 | 32- 35 | 32- 35 | 33- 38 | 38- 42 | 43- 44 | 45- 48 |
| SH'LDERS (Dble. Rgh.) | 60- 63 | 58- 60 | 55- 57 | 49- 54 | 49- 53 | 49- 54 | 49- 55 | 53- 58 | 58- 65 | 60- 67 | 60- 67 | 64- 70 |
| SPLITS (Lt. Suede)..... | 38- 42 | 38- 42 | 38- 44 | 38- 44 | 36- 42 | 37- 43 | 37- 43 | 37- 43 | 37- 43 | 37- 43 | 37- 43 | 38- 43 |
| SPLITS (Fin. Linings).. | 22- 24 | 22- 24 | 21- 23 | 20- 23 | 20- 23 | 20- 23 | 20- 23 | 20- 23 | 20- 23 | 20- 22 | 20- 23 | 20- 23 |
| SPLITS (Gussets)...... | 19- 20 | 19- 20 | 18- 19 | 18- 19 | 18- 19 | 18- 19 | 18- 19 | 17- 19 | 17- 19 | 17- 20 | 17- 20 | 17- 20 |
| WELTING (⅛ x ⅛).... | 8⅛ | 8⅛ | 8⅛ | 8¼ | 7¾- 8 | 8¼ | 7¾ | 7¾- 8 | 8 | 9 | 9 | 9½-10 |
| LIGHT NATIVE COWS.. | 27⅞ | 28- 28½ | 24½-25 | 24- 24½ | 24½-26 | 25½-26½ | 22- 25½ | 22½-25 | 23½-25½ | 24½-27½ | 25- 27¼ | 25- 26 |

## Prices of Hides, Calf and Kipskins for 1949

| | Jan. 15 | Feb. 5 | Mar. 5 | Apr. 9 | May 14 | June 4 | July 9 | Aug. 13 | Sept. 10 | Oct. 8 | Nov. 12 | Dec. 10 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Native steers .... | 27-27½ | 24½-26 | 20 -23 | 18 -19 | 20 | 22 | 19 | 23 -24 | 24 | 24 -24½ | 24 -25 | 24 -25 |
| Ex. light native steers ... | 30 | 29½ | 27½-28 | 29 | 27¾ | 29 | 27½ | 28½-29 | 29 | 29½ | 29½ | 29 |
| Light native cows | 27⅞ | 28 -28½ | 24 -24½ | 24 -24½ | 24½-26 | 25 -26½ | 22 -23½ | 22½-25 | 23½-25½ | 24½-27½ | 25 -27½ | 25 -26 |
| Heavy native cows | 25 | 21½ | 19½-20¾ | 18 -18½ | 20 -20½ | 22 -24½ | 20 -21½ | 22 -23 | 22¾-23½ | 23½-24⅞ | 24 -24⅞ | 23 -24⅞ |
| Native bulls ...... | 17½ | 16½ | 15½ | 15½ | 16 | 16½-17 | 15½ | 16 | 17 | 17½ | 17¾-18 | 18 -18¼ |
| Heavy Texas steers | 25½ | 22 | 19 | 17½ | 18½ | 19 | 17 | 19½ | 20½ | 21½ | 22 | 22 |
| Light Texas steers | 25½ | 23 | 20½ | 18½ | 20 | 21 | 20 | 21½ | 22 | 22½ | 23 | 23 |
| Ex. light Texas steers ... | 26½ | 24 | 25½ | 24 | 26¾ | 29 | 24 | 25½ | 26 | 25½ | 26½ | 26½ |
| Butt branded steers .......... | 25½ | 22 | 19 | 17½ | 18½ | 18½-19 | 17 | 19½ | 20¼ | 21½ | 22 | 22 |
| Colorado steers ... | 25 | 21½ | 18½ | 17 | 18 | 18¼ | 16½-17 | 19 | 19¾ | 21 | 21½ | 21½ |
| Branded cows .... | 25 | 21½ | 19½ | 18½ | 19 | 20 | 19 | 20½ | 21½ | 23 -24 | 24 | 23 -23½ |
| Branded bulls .... | 16½ | 15½ | 14½ | 14½ | 15 | 15½-16 | 14½ | 15 | 16 | 16½ | 16¾-17 | 17 -17¼ |
| Packer calfskins | .50-62½ | 52½-65 | 52½ | 53½-68½ | 55 -65 | 55 -65 | 40½-57½ | 40 -50⅝ | 42½-65 | 55 -65 | 55 -65 | 57½-70 |
| Chicago city calfskins ....... | 35 | 35 | 35 | 35 | 35 -40 | 40 -45 | 35 | 35 | 35 | 40 | 40 | 40 -50 |
| Packer kipskins .. | 37½ | 40 | 37½ | 47 | 47 | 47 | 45 | 42½ | 47½ | 50 | 45 | 45 |
| Chicago city kipskins ........ | 26-28 | 26 -28 | 25 | 25 | 25 | 30 -35 | 30 | 26 -28 | 28 | 35 | 30 -35 | 30 |

# BAKER - LAYTON
# DOUBLE ROLL SETTING MACHINE




Illustrating Machine with latest improvements—with Single Pulley Drive, eliminating Counter-Shaft. Furnished for either Flat or V-Belt Drive to Cylinder.

Rubber Rolls driven by Flat Belts giving Flexibility and Pliancy necessary for good setting.

Recognized all over the world as the best Setting Machine for Calf, Side, and Heavy Leathers.

**To the Tanning Industry the name of "BAKER" has always meant the Originators and Builders of the only successful "DOUBLE ROLL" Setting Machine.**

# BAKER - LAYTON MACHINE COMPANY

**New England Representatives**
**Coyne Engineering & Equipment Co.**
**Peabody, Mass.**

**Wilmington, Del.**
**U.S.A.**

playing a waiting game and tanners, faced with sharp resistance, were forced to bargain for sales. Light bends were quoted at 61-63c, mediums at 60-61c and heavies at 59-62c. Steer bellies were at 34-36c, cows at 31-33c. Top grade men's calfskin and lower grades women's weights did some business but other grades were slow. Buyers began to hold off on suede, hesitating to commit themselves for Fall delivery. Tanners said suede would be the rage for fall but buyers wouldn't bite. Kid business was slow with glazed off 5c. Patent leather sold only at low prices. Sheep leathers found only after concessions. Sides and splits were disappointing.

### Mid-Year Trend

By mid-year, things began to stabilize. The rawstock situation became tighter and tighter and prices firmed. Light bends sold for 61-64c, mediums and heavies at 58-61c. Steer bellies were at 33-35c, cows at 31-32c. Calf leathers were steady but better buying was found in lower grade women's weights. The kid market was dull with only black suede doing well. Prices held at higher levels, softened at the medium grades. The sheep market steadied, reached price levels to which it held, generally, for the rest of the year. Sides and splits were fairly strong, quite active.

Early fall set the pace for most leathers—sales became fairly good although rarely reaching expected levels. Seasonal fluctuations were evident but prices, outside of the mentioned sole offal leathers, remained fairly constant. Calf leathers took a drop of 5c in women's weights for several weeks but firmed up again as supply tightened, sales picked up. Sides and splits were active until the last month when both slowed seasonally. Side tanners found little trouble in selling better tannages but competition grew heavy in the medium and lower grades and price became the most important talking point. The kid market showed signs of picking up and suede became wanted at good prices.

Belting leathers did well until the end of the year as did curried leathers. The glove leather market ran into a snag when labor difficulties caused a shutdown in Gloversville tanneries near mid-year. By year's end, most glove leathers were almost nonexistent and prices meant little.


By FRANCES FAMOLARE

IN regard to shoe styles, 1949 was the first truly normal year in a decade. Definite improvements were evident in design, fit, cut and stitching. Most significant, 1949 saw the introduction and promotion of more shoe styles than since pre-war years. Style competed with price as the prime merchandising force, as the most potent mover of shoes from retailers to consumers.

### Spring

By early spring, the narrow, tapered toe had reached general acceptance, and the softie toe was wholesomely greeted for its functionalism. The baby doll toe was still very much in the picture.

The mid-height heel received the most attention. Single soles after much trying, drove a deep wedge into the fashion field. Extension soles were more in prominence. The platform, largely in the $\frac{1}{4}$ to $\frac{1}{2}$ inch heights, made it obvious they were here to stay. Not so much from a style viewpoint as a comfort factor demanded by women.

In new patterns, the curvaceous pump, distinguished for its low dip at the shank, outran all others. Mules ran a very close second. Tailored types were also outstanding.

Narrow straps, scallops, blended piping, buttons, beading, rhinestones, metallic finishes, variations of the shell vamp, lattice work on quarters, touches of satin, closed quarters and open toes—all these were very prominent. As to colors, "cola" was the most in the limelight, as well as "hombre" colors which consist of a blending of one color in three tones.

Flats were a standby throughout the year, accounted for a large portion of the casuals.

### Early Fall

We were hearing of pumps and sandals in an extremely dressy and delicate air. Polished calf and mid-heels came in for some really exquisite design patterns. Scallops and teardrops were in fine favor, and cutouts had gone highly decorative.

Big highlight of the season was strippings—very narrow and delicate, covering the whole shoe in many instances. The result: The Naked Look. More, however, were found on the vamp. For safety's sake mudguards protected the toes, although strippings did extend to the sole.

The Grecian type sandal with virtually no vamp and the merest of intricate post quarters caught much attention. The vamp consisted of a mudguard or shell vamp in open or closed toes. By now the closed toe was really in, after several seasons of trying. Mules were evident everywhere in both opened and closed toes.

Mesh was greatly talked up, though actual manufacture, sales and promotions were as yet a bit early. Draped vamps were another conversation piece, but few were made.

Reptiles had an enormous season in all-over or trim, chiefly the latter with suede, and frequently in multicolors. Hombre colors were still popular, the combination of off-white, grey and black one of the most popular combinations. Pastels held their popularity. Spectator types with small extension soles were very good. Off-sided tip and foxings were talked of but the regulars held on. Two-and-one perforations were the most popular with the white showing through and giving the shoe an extremely smart look; all-over perforations were getting their share of attention, too.

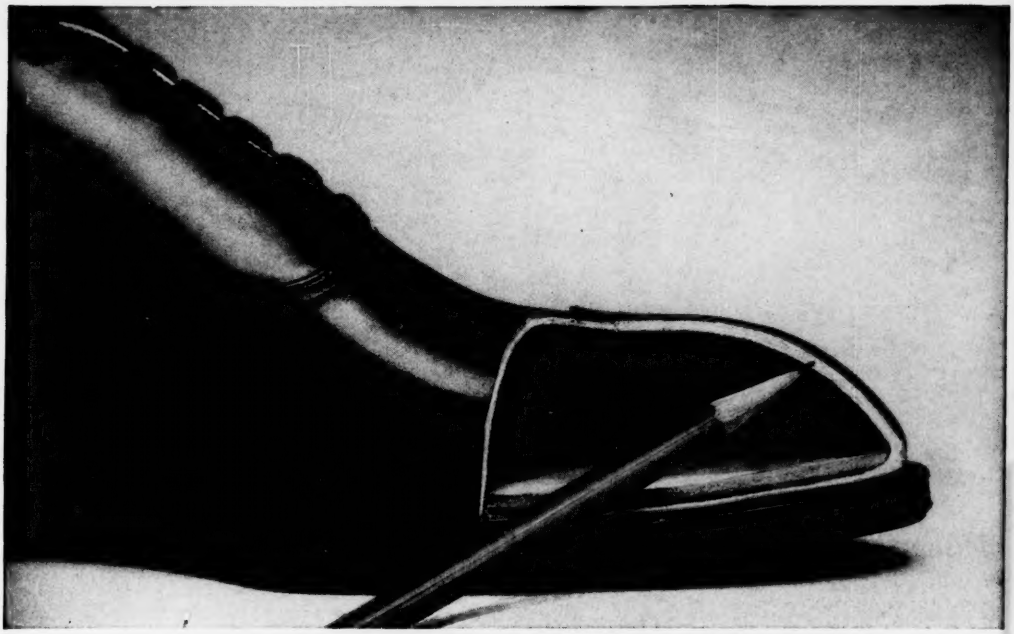
The 2 4/8 heel on the single sole was *the* heel height. And the half-inch platform was now a perennial. Linens, shantungs and straws were being shown, with excellent reception. The curvaceous pump was holding firmly, with the ballet throat. The tailored shoe had come close to its peak of smartness and smooth styling. The comfort-seeking lady was being catered to. Whether lined or unlined, they were a truly smart shoe.

In flats 1 4/8 and lower, small tabs with narrow strippings caught by gold rings held the spotlight. Also on the lower heel shoes, instep straps were sought, chiefly in light and airy patterns. White patent leather piping on black patent was in for much discussion, and looked promising for 1950. The button and the gold ring were the most notable trims. Some very dressy beaded bows were also shown.

### Men's Shoes

The bold look began to sag in early 1949. Into the picture came not anything drastically new in actual styles—but an inspiring promotional program—Seasonality in Footwear—designed to give fresh impetus to men's shoe business through styles promoted for seasonal wear rather than the catch-all year-round shoe. The program was launched in the fall of 1949, aimed at the retail market for next spring. The idea: everyone behind just a few new styles, backed by powerful merchandising and promotional effort.

The 1950 spring-summer scene was scheduled to see these types as the big numbers: the meshcloth-vamp or vamp-and quarter shoe; the hidden gore casual—dressy and not a loose-fitting casual; two-tones; perforated or woven shoes. Suedes—all-over or combination. These were the *basic* themes that would get the attention. Both manufacturers and retailers were enthusiastic and optimistic.




## January

● Members of the Hide and Skin Task Force told Gen. Joseph W. Byron, director of the Hides, Leather & Shoe Division, NLRB, that a single, centralized procurement unit is needed for the purchase of footwear and leather products by the military forces.

● Both frequency and severity injury rates in the leather industry during 1947 were down sharply from the previous year, the National Safety Council reported.

● Shoe production during 1948 was estimated by the Tanners' Council at 463,880,000 pairs, a drop of nine-tenths of one percent from the 468,069,000 pairs produced in 1947.

● Four prominent officials in the International Fur & Leather Workers Union, CIO, were named as "Communist officers" in a report released by the House Un-American Activities Committee. The Committee listed Ben Gold, IFLWU president, Samuel Burt and Irving Potash, vice presidents, and Julius Fleiss, business agent of the Furriers Joint Council.

● Federal Judge Charles E. Wyzanski, Jr., again postponed trial of the Justice Dept.'s anti-trust suit against United Shoe Machinery Corp., this time to an undetermined date in April.

● A famed collection of antique footwear valued at over $5000 was presented by K. M. Stone of Jerro Bros., New York, to the Costume Institute of the Metropolitan Museum of Art, New York City.

● Shoe production in 1949 would be curtailed and hide and skin prices drop lower than 1948-47 levels, the Dept. of Commerce predicted. The Dept. characterized shoe manufacturers as "exceedingly cautious."

● The National Shoe Manufacturers Assn. estimated 1949 shoe output at 468 million pairs, equal to 1947 production. The Association said "We need more shoes than we have been making recently."

● A House Labor Subcommittee said there can be no question that International Fur & Leather Workers Union, CIO, is dominated by members of the Communist party. The Committee had recently completed a House hearing on alleged Communist activities within IFLWU.

● Frank H. Hartnett, president of Hartnett Tanning Co., Ayer, Mass., asserted that profit-sharing must be considered as a cold-blooded business agreement rather than as a gift to be successful. Hartnett made this statement on the occasion of the firm's sixth consecutive semi-annual distribution of profit-sharing checks to employes.

● New England shoe output during 1949 should equal 150 million pairs or about the total produced during 1948, predicted Maxwell Field, executive secretary of the New England Shoe and Leather Assn.

● The National Shoe Institute said higher quality rather than increased production of shoes would be the industry's byword in 1949.

● Julius G. Schnitzer, chief of the Textile and Leather Branch, Dept. of Commerce, said shoe production in 1949 would remain stable but retail pairage sales would rise substantially. He said consumers had been using up their closest inventories of shoes for the past two years.

● Secretary of Labor Maurice Tobin told assembled members and guests at the 30th Annual Banquet of NESLA that shoe markups were too high. He said if shoe prices were reduced all along the line from producer to retailer, greater profits and more employment would result.

● Conrad Shoe Co., one of Abington, Mass.' oldest shoe firms, closed down. More than 300 employes were thrown out of work.

● Dr. Warren K. Lewis, emeritus professor of chemical engineering at Massachusetts Institute of Technology, was chosen to receive the 1949 Gold Medal of the American Institute of Chemists.

● United Shoe Machinery Corp., Boston, marked its 50th year in business as a manufacturer of shoe machinery.

● The Dept. of Labor called upon 16 leading representatives of labor, management and trade associations within the shoe industry to meet in Washington, D. C., and discuss the subject of minimum wages in the industry for government contracts. United Shoe Workers of America, CIO, had already petitioned that an 80-cent hourly minimum be established.

● Goodyear Footwear Corp., closed its plant at Clinton, Ill., after months of labor troubles. The firm manufactured rubber and canvas footwear.

● Robert H. Goldbaum was re-elected president of the Wood Heel Manufacturers Assn., Inc. at its annual meeting in Haverhill, Mass. William Ornsteen was named vice president.

● Creese & Cook Co., Danvers, Mass., upper leather tanner, was reorganized after members of Hebb Leather Co. bought into the firm. Selden E. McKown was elected president.

## February

● Douglas Shoe Co., Brockton, named Marshall H. Stevens, former vice president of Selby Shoe Co. as vice president and general manager.

● International Shoe Co., St. Louis, announced its wage rates were cut three cents an hour on Feb. 7 as a result of a drop in the cost-of-living index. Brown Shoe Co. was expected to follow suit in April. Some 25,000 International workers were affected.

● The Govt. reported "undetermined losses" among one million head of livestock marooned without food on western ranges as a result of heavy blizzards. Several states declared a state of emergency as supplies were flown to freezing animals.

● IAPI, Argentine export trade agency, relinquished its control of quebracho export but ruled private interests must pay it two cents per pound on all quebracho exported from the country.

● Conrad Shoe Co., North Abington, was reorganized and renamed the Quigley Shoe Co. David F. Quigley was named president.

● Forest L. Williams and Blaine E. Matthews were named chairman of the board and president respectively of Williams Mfg. Co., Portsmouth, O., women's shoe manufacturer.

● A close balance existing between prospective hide and skin supplies and shoe leather requirements might easily lead to a shortage of hides and subsequent sharply higher shoe prices, said John H. Patterson at a meeting of NSMA. He said that military buying was becoming "large enough to play a critical role in relation to raw material supplies."

● The Tanners' Council struck at transactions involving trans-shipping and bargain currency on raw materials normally shipped direct to the U. S. The Council said currency juggling and such was resulting in higher costs to U. S. tanners.

● The Bureau of Labor Statistics announced it would study the leather industry in relation to the wholesale price index.

● U. S. Rubber Co. announced a 20 per cent cut in operations at its New England footwear factories. The action was attributed to a mild winter and heavy retailer inventories.

● Compo Chemical Co., Inc., wholly-owned subsidiary of Compo Shoe Machinery Corp., was organized to manufacture shoe chemicals at its plant in Mansfield, Mass.

● Ashtabula Hide & Leather Co., manufacturer of automobiles, furniture, bag and strap leathers, was sold to Walter F. Schott Investment Co. at a reported purchase of $2,100,000.

● NSMA announced it had appointed a committee of shoe manufacturers to confer with Undersecretary of the Navy W. John Kenney on heavy Navy footwear buying. The Association charged that recent Navy purchases and contemplated orders amounted to almost six pairs of shoes for every man in the Navy.

● The Bureau of Labor Statistics revealed it was studying wage factors in the leather glove industry and might schedule a wage-determination hearing sometime during the summer.

● The Massachusetts shoe industry, no longer at the top in national production, was among the "most distressed" in the state, the Associated Industries of Massachusetts reported to Gov. Paul A. Dever. State shoe output had declined from 20.7 percent to 17.4 percent of national output, the Association pointed out.

● The National Petroleum Council announced it was sparing no efforts in its quest for a synthetic tannin. The oil industry was faced with a shortage of quebracho indispensable to well drilling.

● The Navy agreed to limit its footwear purchases in the near future to the filling of replacement needs only. Officials denied reports of a shoe sales leak to civilian consumers. Acting under pressure from NSMA, the Navy also agreed to test side upper leathers to replace costly and critical calfskin uppers commonly used in Navy oxfords.

● The management of Douglas Shoe Co. won a close victory over a stockholders committee in a proxy vote for control of the company. The vote was reported as 52,700 in favor of the existing management, 41,800 for the opposition.

● Sales of six leading shoe chains during Jan. showed a dollar gain of 6.3 percent over Jan., 1948.

## March

● General Shoe Corp. announced it would lay off about 550 production workers within the next two weeks. The company said the action was due to a nationwide slowdown in the shoe industry.

● After a NESLA request that the Army distribute "a fair proportion of Army shoe procurement contracts to small business concerns," Assistant Secretary of the Army Gordon Gray said the Office of the Comptroller General would consider the question. Gary expressed "grave doubt as to whether . . . the award of a contract to a small business concern that is not the lowest responsible bidder" would be authorized. Despite continued consumer pressure for lower prices, there was no assurance that shoe prices would be reduced radically during 1949, Edward Drew, head statistician of the Tanners' Council told members of the Baltimore Shoe Club.

● Consumption of shoes was not likely to suffer as much as many other products in the event of a business recession, the Tanners' Council declared. The Council cited "the stability of shoe consumption on the upside of the business cycle as well as on the downside."

● Charles H. Jones, Jr., was elected president of Commonwealth Shoe and Leather

Co., Whitman, Mass. He succeeded Paul Jones, president for the past 18 years, who became chairman of the board.

● British shoe manufacturers, seeking to work out new methods for fitting shoes, sponsored a series of scientific foot surveys throughout England. Foot health experts said the project might have a revolutionary effect on shoe design and lasts.

● The Tanners' Council Leather Show in New York was pronounced "one of the most optimistic in years." The show featured a brilliant galaxy of new leathers—colors, finishes and textures—and leather buying presaged a healthy shoe sales picture for Fall and Winter. The leather market was seen as stable with tanners' economic position "relatively secure."

● Traffic at the Allied Products Show in New York was surprisingly heavy as substantial sampling and good sales were reported. Exhibiting firms emphasized branded products, thus presaging the return of active competition.

● General Shoe Corp. announced it was increasing prices from 10-50 cents on some lines of shoes while reducing other lines from 10-35 cents. Chairman Maxey Jarman said the company's average prices were 35 cents less than a year ago although raw stock prices were generally higher.

● The National Hide Association urged the nation's hide and leather men to get together on a program to promote sole leather to consumers. The Association said the leather industry was fighting for "dear life" against the inroads made by leather substitutes.

● Florsheim Shoe Co. reduced retail prices on 54 men's shoe lines by $1 per pair. The retail cut carried out a 50-cent wholesale reduction announced at the National Shoe Fair the previous Fall.

● Sound selling and merchandising would assure W. L. Douglas Shoe Co. of a good year in 1949, Marshall H. Stevens, executive vice president and general manager, told company district and key store managers at a two-day sales meeting.

● Federal Judge Charles E. Wyzanski, Jr., again postponed trial of the Government's anti-trust suit against United Shoe Machinery Corp.—this time from April 20 to May 23. The Government requested more time to prepare its case.

● International Shoe Co. announced it would shut down its girls' welts plant at Newport, N. H. The closing, brought on by falling demand for this type of shoes, would affect 450 workers in both plants.

● The Brotherhood of Shoe and Allied Craftsmen was winner in an NLRB election conducted among 6200 Brockton shoe and cut sole workers. The vote was 3,749 for the BSAC, 1,728 for United Shoe Workers of America, CIO, and 179 for the Boot and Shoe Workers Union, AFL.

● Domestic production of hides, skins and leather continued to fall during Jan. and early Feb., the Dept. of Commerce reported. It estimated a 1949 decline of five percent in production of cattle hides and calfskins and 10 percent for sheep and lamb skins.

● Retail sales in the nation's shoe stores during Jan. showed a seasonal decline of 31 percent from Dec., 1948, but held even with sales in Jan. 1948, the Dept. of Commerce announced.

● Sales in four leading shoe chain stores rose an average of 8.8 percent during Feb.

● Establishment of the Abraham Shapiro Memorial Committee, headed by Secretary of Labor Tobin and Massachusetts Governor Dever as honorary chairmen, was announced by a nation-wide group of friends and business associates of the late Boston industrialist and philanthropist. It was decided to erect a memorial on the campus of Brandeis University, the nation's first Jewish-sponsored, nonsectarian university.

● The Dept. of Commerce announced that footwear made with all leather soles dropped from 70 percent of total output in 1947 to 60 percent in 1948. The use of synthetic soles in women's shoes rose from 23 to 36 percent in this time.

● A. J. Brauer, Jr., president of Brauer Bros. Shoe Co., was elected president of the St. Louis Shoe Manufacturers Assn.

● H. T. Cary, president of Freeman Shoe Corp., was elected chairman of the board, succeeding the late R. E. Freeman.

## April

● Shoe production in the first quarter of 1949 totaled 114 million pairs, a drop of 9.4 percent from the same period a year ago, the Tanners' Council announced. This was equivalent to an annual output of 430-440 million pairs as compared to the 462 million pairs produced in 1948.

● John Cocozella, lasting foreman at Copley Shoe Co., Wakefield, Mass., wes elected president of the New England Shoe Foremen's and Superintendents' Assn.

● Dr. Willard H. Dow, president of Dow Chemical Co., and his wife were killed in an airplane crash which occured at London, Ont., Canada.

● The National Hide Assn. called a meeting of interested trade associations to discuss a program for "selling the consumer on the added advantages of leather."

● Spotty buying marked the Shoe Manufacturers' Fall Opening in New York. Women's novelties drew most interest. Some price cuts were announced in men's and children's shoes for Fall.

● Leather took the limelight at the annual spring meeting of the Chemical Market Research Assn. in St. Louis. A. H. Winheim, president of the American Leather Chemists' Assn., foresaw great technical advancements to come in tanning.

● Leland I. Doan was named president of Dow Chemical Co., to succeed the late Willard H. Dow, killed in a plane crash. Earl W. Bennett was named chairman of the board.

● I. Miller announced price cuts ranging from 50 cents to $1 on its smooth and suede calf women's shoes. The reduction affected two-thirds of the company's shoe output.

● W. L. Douglas Shoe Co. lowered factory prices on its men's shoe lines an average of six to eight percent. The company's new line would contain two instead of four grades.

● Albert H. Bogutz, president of Newton-Elkin Shoe Co., was elected president of the Guild of Better Shoe Manufacturers.

● Graton & Knight Corp. revealed plans for construction of a million-dollar tannery at Albany, Ga., by its subsidiary, Dixie Leather Corp.

● A general strike among some 11,000 leather workers employed in Massachusetts tanneries was threatened by International Fur & Leather Workers Union, CIO, after negotiations to break a four-month contract deadlock failed. A shutdown of tanneries in Peabody, Salem, Lynn and Woburn appeared imminent.

● The Army Quartermaster Purchasing Office announced it planned to purchase a total of 5,061,000 pairs of enlisted men's low quarter shoes during the fiscal year July 1, 1949, to June 30, 1950. Representative Sikes of Florida charged this would provide seven pairs of shoes to each man in the Army and called for an investigation.

● Joseph S. Lanigan, New England manager of J. Greenebaum Tanning Co., was elected president of the Boston Boot & Shoe Club.

● The threatened state-wide leather workers strike in Massachusetts was narrowly averted at the last minute when representatives of IFLWU and The Massachusetts Leather Manufacturers' Assn. reached agreement on a new contract. Terms of the two-year contract called for a 4½-cent hourly wage boost and an additional paid holiday.

## May

● The St. Louis Shoe Manufacturers Assn. Third Annual Spring Show was termed a general success by both exhibitors and buyers. Little actual buying was done at the show but buyers were reported making definite appointments with salesmen for future orders.

● William E. Thornton of Lynn, Mass., was elected president of United Shoe Workers of America, CIO, to finish the late Rocco Franceschini's unexpired term.

● Close to 250 delegates and visitors from four Canadian shoe foremen's associations met for their second annual convention at Kitchener, Ont. It was decided to call the organization by the name North American Shoe Superintendents', Foremen's and Allied Trades Assn. Joseph Goldsmith of New York was elected president.

● W. L. Douglas Shoe Co., announced it would reduce the number of workers at its Brockton plant by 275. The company said continued operating losses were forcing a reduction from 663 to approximately 375 employes.

● Elimination of the escalator clause, an industry-wide demand for moderately higher wages and pension and welfare plans would form the pattern of its future policy, United Shoe Workers of America announced.

● The rapidly growing consumer trend toward lower price shoes was evident everywhere at the Fall Shoe Show staged in Dallas, Tex., by the Southwestern Shoe Travelers' Assn. Manufacturers at the Southwest's largest shoe show of the year, reported sales exceeded their most optimistic expectations.

● Close to 2,400 production workers at Selby Shoe Co. went on strike as negotia-

tions between company and USWA officials failed.

● The foreign rawstock situation dominated the Tanners' Council 30th Spring Meeting held at Virginia Beach, Va. Sherwood Gay, Council president, told assembled tanners that the U. S. tanning industry found itself in a serious squeeze because of firm or rising world raw material prices caused by shortsighted foreign policies and consumer insistence upon lower priced shoes.

● A full-page advertisement in the *Saturday Evening Post*, sponsored by American Cyanamid Co., manufacturer of chemicals for the tanning industry, was headlined, "No sir, there's nothing like good leather!"

● All buying and attendance expectations at the Popular Price Shoe Show in New York were greatly surpassed, to the surprise of shoe officials and exhibitors alike. Despite the heavy buying, however, sellers said they were selling shoes "at little or no profit."

● The U. S. Govt.'s anti-trust suit against United Shoe Machinery Corp. opened in U. S. Federal Court in Boston before Judge Charles E. Wyzanski, Jr. In a lengthy trial brief containing some 9,000 pages and 4,500 documents and records, the Govt. charges that USMC monopolized the shoe machinery field. The Govt. presented its case in a four-day hearing and the hearing recessed until Fall when USMC would present its defense.

● Albert Todd, president of United Shoe Machinery Corp., for almost 10 years, died suddenly in Boston. He was 65.



● Winslow Bros. & Smith Co., Norwood, Mass., tanner, announced its Smith plant at Norwood would be closed shortly. A majority of workers would be transferred to the Winslow plant, the firm announced.

● Promotion and merchandising of leather was stressed at the two-day convention of the National Hide Assn. in Louisville, Ky.

## June

● Lower prices, regarded as the industry's cure-all by many shoemen, will not solve the industry's problems or sell appreciably more shoes, NSMA declared. The Association said the growing tendency of the industry to give away "its shirt as well as its shoes" hurt both the shoe manufacturers and consumer.

● The Tanners' Council announced formation of a Patent Leather Bureau and appointed Kate G. Kamen as its executive director.

● Shoe production for the first five months of the year was estimated at 188,500,000 pairs, a decline of 5.4 percent from the same period a year ago, the Tanners' Council reported.

● In a letter to Maxwell Field, executive secretary of NESLA, Secretary of the Army Gordon Gray said that Army and Navy shoe procurement contracts would be awarded to the lowest responsible bidder, regardless of size.

● George R. Brown of Brookline, Mass., was elected president of United Shoe Machinery Corp. succeeding the late Albert W. Todd.

● Dr. Henry B. Merrill, director of the Eisendrath Memorial Laboratory, was elected president of the Tanners' Production Club of Wisconsin.

● Resignation of Gen. Joseph W. Byron as director of the Shoe, Leather and Hide Division of the National Security Resources Board was announced.

● Retail shoe store sales during April gained 35 percent over March and were 23 percent over April, 1948, the Bureau of the Census reported. For the first four months of the year, sales were only two percent below 1948.

● Gerald A. Burke of Ramsey Shoe Corp. was elected president of the Stitchdown Shoe Manufacturers Assn.

● Dependency of the U. S. leather glove industry was emphasized as speakers at the 32nd annual convention of the National Assn. of Leather Glove Manufacturers scored foreign rawstock hoarding and price policies.

● United Shoe Machinery Corp. announced it would enter the tanning machinery industry during the year. Sidney Winslow, chairman of the board reported the first tanning machine developed by USMC would soon be placed on the market.

● Pratt Institute School of Leather and Tanning Technology graduated its first class and announced the majority of its former students were now employed in tanneries.

● Lawrence B. Sheppard, Jr., 26, assistant general manager of The Hanover Shoe Co. and son of Lawrence B. Sheppard, was killed in a plane crash near Philadelphia.

● Directors of The American Oak Leather Co., Cincinnati sole tanner, recommended dissolution of the 68-year-old firm. William H. Mooney, president, cited failure of the sole leather industry to keep pace with the shoe industry and declining business as reasons for the recommendation.

## July

● Shoe production in the first six months of 1949 totaled 224,287,000 pairs of 5.6 percent less than in the same period a year ago, the Tanners' Council reported.

● L. V. Marks & Sons Co., Cincinnati women's shoe manufacturer, announced it was closing down its plant at Vanceburg, Ky., and consolidating production at its Augusta and Falmouth, Ky., plants.

● The Anti-Trust Division of the Justice Dept. filed suit against E. I. du Pont de Nemours & Co., General Motors Corp., and U. S. Rubber Co., charging violation of the Sherman Anti-Trust Act.

● Stockholders of The American Oak Leather Co. voted almost unanimously to dissolve the company within 60 days.

● With no settlement of its eight-week strike in sight, Selby Shoe Co. asked the NLRB to hold a bargaining agent election to determine whether United Shoe Workers of America, CIO, or Boot and Shoe Workers Union, AFL, would represent its workers.

● The National Shoe Pattern Manufacturers Assn. announced completion of a hiring guide survey for the pattern industry.

● Archbold R. Jones of P. Mayer Leather Co., was elected president of the National Leather and Shoe Finders Assn. at the 40th annual meeting. Members of the Association voted to change its name to the Shoe Service Institute of America.

● Bulk of the remaining assets of Consolidated Footwear Corp. were sold at auction at what were described as "bargain prices."

● International Shoe Co. anounced it was closing the doors of its Burke sole leather tannery at Morganton, N. C. Closing was due to "more and more rubber and other competitive composition materials . . . used for soles instead of leather."

● Argentina signed a bilateral trade pact with Western Germany by which it would exchange hides and skins, quebracho extract and wool for machinery of various types.

● Sole leather workers, members of International Fur & Leather Workers Union, CIO, mobilized for a fourth round wage increase drive. In a meeting at Williamsport, Pa., union officials declared, "Sole leather workers do not intend to be treated as stepchildren . . . we hope sincerely a strike can be averted."

● Production in 18 Fulton County, N. Y. glove leather tanneries ground to a stop as all 18 declared a "lockout" after International Fur and Leather Workers Union struck against one, threatened another with a walkout. The Tanners Association of Fulton Conntv declared "a strike against one is a strike against all."

● Production workers at Selby Shoe Co., Portsmouth, chose United Shoe Workers of America, CIO, as their bargaining agent in an NLRB election by a vote of 1568 against 620 for the Boot and Shoe Workers Union.

● The Tanners Council estimated six-months shoe production at 232,370,000 pairs, only 2.2 percent below the same period last year. Relatively high production was attributed to heavy output of women's playshoes and slippers.

● A national 65-cent minimum wage rate for all workers and a new government program limiting military awards to a single shoe concern to not more than 50 percent of the total contract was recommended to Secretary of Commerce Sawyer by J. Franklin McElwain, president of J. F. McElwain Co., and vice president of NESLA. The recommendation was included in a report given at a New England Economic Conference held to acquaint Secretary Sawyer with the declining New England industrial situation.

● W. L. Douglas announced it would close its Brockton shoe plant permanently. The statement came as the climax to a month-long battle during which company and BSAC officials failed to agree on a wage dispute.

● The National Shoe Foundation for Disabled Feet opened its new Central Laboratory in Boston. Services of the Foundation were offered to the 500,000 people in the U. S. who cannot wear ordinary types of shoes because of deformed or crippled feet.

● A pay hike of 10-cent an hour demanded by 1200 USWA members employed in Massachusetts shoe factories was denied by the State Board of Conciliation and Arbitration. Decision marked the first time

the union lost a wage bid in the state in four tries since the close of the war.

● Maxey Jarman, chairman of the board of General Shoe Corp., announced that he favored the 75-cent minimum wage rate. He urged Congress to pass the bill to help check the business recession.

## August

● Citizens of Brockton banded together in a plea to Governor Dever, asking him to persuade W. L. Douglas Co. officials to resume negotiations with the BSAC. Douglas officials said the matter was closed unless the union accepted company terms.

● General Shoe Corp., Nashville, Tenn., celebrated its 25th year in business. The company was formed on Aug. 5, 1924.

● NSMA criticized tactics employed by producers of leather and non-leather soles in their competitive battle, stating that the shoe industry "will be caught in the cross-fire and the public will become completely confused on the subject of value, wear, foot health, etc."

● W. L. Douglas Shoe Co. announced it would re-open its Brockton plant for a six-month trial period and invited workers to return at piece rates installed by the company.

● Howes Leather Co., Boston, purchased the Chrome Retan Division of The American Oak Leather Co., Cincinnati.

● Only a few workers showed up on re-opening day at W. L. Douglas Shoe Co.'s Brockton plant. Most of the firm's 668 employe-members of the BSAC refused to return to work at company terms.

## September

● The Federal Trade Commission reported that fully 57.5 percent of the shoe industry's total net capital assets are controlled by only 15 footwear (except rubber) manufacturers. NSMA charged the FTC report "definitely overstates the degree of concentration in shoe manufacturing."

● Active buying keynoted the New Leathers For Spring Show held in New York. Trade sources said buying was primarily due to recent rises in hide futures and low leather inventories of shoe manufacturers.

● The AFL offered to represent Fulton County, N. Y., leather workers, said it would petition the NLRB for a bargaining agent election.

● The shoe industry will be affected more seriously than many other industries by the increase in the minimum wage rates from 40 to 75 cents per hour "because we have a relatively large number of unskilled operators who are paid on a piece rate basis," NSMA stated.

● With the issue of Sept. 17, LEATHER AND SHOES moved its printing to Boston.

● Devaluation of the British pound was hailed as pointing the way to "healthier foreign trade conditions" for U. S. tanners but would bring "no sharp changes in hide and skin supplies and prices, the Tanners' Council asserted. The pound was cut by 30.5 percent.

## October

● The Jewish Agency of Palestine announced plans for construction of a modern shoe factory in Israel. The plant, sponsored largely by American funds, including General Shoe Corp., would cost between $700,000 and $1 million.

● Paul Tedford, veteran newspaperman and publicist, joined the staff of L&S as Production Manager.

● Brockton Cut Sole Corp. purchased the leather department of Davis Box Toe Co., Inc., Brooklyn.

● Argentina devaluated the peso rate for hides to 4.8321 pesos to the U. S. dollar. Trade circles said that price rises at origin would offset effects of the devaluation on possible hide exports to the U. S.

● USWA announced it would seek pensions in all its future contracts with shoe manufacturers. A committee was set up to study pension plans for the shoe industry.

● The much-discussed escalator wage clause which moved wages up or down with the cost-of-living index was relegated to the scrap heap in a new contract signed by USWA and International Shoe Co. Brown Shoe Co. was expected to follow suit.

● New tariff rates as stipulated in the Annecy Agreement were announced by the State Dept. Duties on several categories of hides and skins were lowered from five to four percent and from $7\frac{1}{2}$ to $3\frac{3}{4}$ percent on valonia extract.

(Continued on Page 89)

# New Developments in 1949

A condensation of new developments in products, processes, materials and methods published during the year in LEATHER AND SHOES' New Developments department. The date of the L&S issue in which detailed article appeared is in parenthesis.

***Attaching Heels with Plastic***

A plastic heeling machine that actually heels a shoe with plastic. Uses no nails of any kind. Bonding with plastic is air tight or sealed against entry of air, moisture, etc. (1-1-49).

***New Box Toe***

Extension in the center and on left side beyond tip stitching line of toe prevents development of long cross-wrinkle that appears in conventional box toes. (1-1-49).

***Longer Wearing Heels***

A band of metal incorporated into heel before molding and shaping provides greatest metal resistance at the point of greatest wear. (1-1-49).

***Premolded Plastic Welting***

L-shaped molding of plastic welting together with a U groove on inside corner of L offers saving and improvement in overall quality. (1-1-49).

***Turn Seam Pounder***

New machine has lever with curved inside shape that permits unrestrained flattening of the seam and gives free swinging of the stitched shoe in all parts. (1-1-49).

***Interlocking Shoe Lace***

Shoe lace with metallic ends that permit interlocking. (1-1-49).

***Leather Wear Tester***

A new Abrasion Testing Set of standard rub-wear testers for testing all types of surface finishes. (1-8-49).

***Plastimpreg***

A simple and inexpensive method of treating flimsy belly sole leather to make it tough and long-wearing. (1-8-49).

***"Aqualized" Gums***

New process, representing the first major improvement in processing of vegetable gums in over 2000 years, "dissolves" Gum Tragacanth, Locust Bean (Carob) and Karaya in a matter of minutes. (1-8-49).

***New Belt Dressing***

Known as Beltlube, this new dressing revitalizes leather belts by lubricating interwoven fibres of leather. (1-8-49).

***Stitchless Billfold***

Entire absence of stitching in billfold made of one piece of leather offers savings in time and labor. (1-29-49).

***Sturdy Work Glove***

One-piece construction work glove requires little stitching, is more easily made and longer-lived. (1-29-49).

***Controlled Leather Stitching***

Device known as Ajax Gauge controls seams in leather stitching and speeds up output. (1-29-49).

***Utility Leather Mitten***

New kind of mitten construction utilizing zippered opening across palm allows user quick use of fingers in freezing weather. (1-29-49).

***Hydraulic Automatic Leveller***

Uses principle of hydraulic control of spring pressure applied to shoe bottom. (2-5-49).

***"Rotarienne" Shoes***

Novel type of heel, shaped like a circle, is centered so weight of body is evenly balanced, making walking and standing more comfortable. (2-5-49).

***Wood Heel Machine***

Automatic machine turns, spools and grades wood heel in one operation. (2-5-49).

***Skiving Machine***

New skiving machine gives more than a double working surface and other improvements. (2-5-49).

***Thread-Trimming Machine***

New machine automatically trims and cleans loose-end threads. (2-5-49).

***Automatic Heel Scouring Machine***

Automatic machine can be operated by inexperienced operator scours 60 heels a minute. (2-5-49).

***Platform Wedge Heel Cementer***

New machine engages sole at the toe end at normal shoe thickness, and automatically positions it to insure evenly distributed cement deposit. (2-5-49).

***Hand Label Gummer***

New label gummer is light and portable device that cuts "cleanup" time up to 90 percent. (2-5-49).

***Simplified Wrapper Lasting Machine***

Can be used equally well in folding of binding material about insole or platform. (2-5-49).

***Wrapper Turning Device***

New device offers better quality and faster production in turning down wrappers. (2-5-49).

***Thermoplastic Box Toe***

New step in box toe structure reduces time and labor and offers smoother shoe structure. (2-5-49).

***Improved Staking Machine***

New machine is claimed to eliminate variation in softening and stretching of leather. (2-12-49).

***Tanning Drum Thermometer***

Ingenious device enables tanner to see exact temperature inside tanning drum during production run. (2-12-49).

***Leather Spray Equipment***

Rotary spray equipment provides excellent coverage, reduced maintenance, quiet operation, and easy cleaning for color changes. (2-12-49).

***Two Leather Dyes***

Acid Anthracene Red GA Extra Coc. CF is new homogeneous acid dyestuff for coloring vegetable and chrome tanned leathers. Diamine Catechine 3GA-CF is homogeneous direct dyestuff for coloring chrome tanned leathers. (2-12-49).

***Skin-Stretching Machine***

Incorporates flexing rollers and conveyor belt to minimize stiffening and wrinkling of hides and skins. (2-12-49).

***Dehairing Machine***

Fast, effective machine for removing surplus or "dog or water hair" from skins. (2-12-49).

***Modern Edge Trimming Machine***

Constant-speed, vibrationless edge trimmer offers easy interchanging and maintenance of shafts and bearings. (3-5-49).

***Gauge for Accurate Welting***

New needle gauge provides more accurate tension, helps eliminate danger of stranding, increases production at least 36 pairs daily. (3-5-49).

***Goodyear Thread Lasting Device***

Eliminates use of toe wire and tacks in lasting toes of Goodyear Welts. (3-5-49).

***Simplified Cement Lasting Machine***

For either California wrapper lasting or cement lasting of sprung or pre-molded uppers. (3-5-49).

***Air Press In Shoemaking***

Simple press has no vibration and many other advantages, exerts force 19 times greater than air line pressure. (3-5-49).

***Disk Wiper In Lasting Shoes***

Versatile machine uses disks in high speed, smooth lasting. (4-2-49).

***Tape-Applying Machine***

Makes possible use of two gauges in reinforcing vamp throats where quarters are attached without removal of one when using with blucher or bal shoe. (4-2-49).

***Last-Measuring Device***

Tests and measures lasts for exactness and uniformity. (4-2-49).

***Ballet-Slipper Toe-Creasing Machine***

Foot-operated device makes creases or convolutions on bottoms of ballet slippers and reduces strain or disruption of shoe lines. (4-2-49).

***Economy Insole Rib Cementer***

For cementing inside and bottom of Economy ribbed insoles but can be used also for other constructions. (4-2-49).

***Improved Steel Box Toe***

Extends as far as possible without interfering with flexing of foot and eliminates curling up of sole and toe. (4-2-49).

***Automatic Heel-Making Machine***

New machine automatically turns out wedge heel to fit any last. (4-2-49).

***Leather-Brushing Machine***

Completely brushes tanned calf and kid skins over entire surface in one operation. (4-9-49).

***New Pump for Removing Flesh***

Called Roto-Flo, new pump developed for handling wet and drained fleshings saves labor costs, provides safety and efficiency. (4-9-49).

***Leather Folding Machine***

Provides efficient folding for leather wallets, pocketbooks, etc. (4-30-49).

***Flexible High Speed Belt***

New belt construction offers greater

flexibility and heat resistance under high speed. (4-30-49).

***Goodyear Staple Side Lasting Machine***

Improved machine reduces exposure of unsupported driver. (5-7-49).

***Cut Sole Fleshing Machine***

Automatically prepares an insole so meaty channels can be cut. (5-7-49).

***Support for Wood Heeling Machine***

Adjustable heel support controls pitch forwards and backwards as well as side pitch or tilt. (5-7-49).

***"Spring" Heel***

Modern spring heel with helically coiled spring allows better distribution of weight and balance. (5-7-49).

***Seamless Back Work Shoe***

New type high cut or oxford has no back stay, providing quarters of three pieces only. Economy and comfort a feature. (5-7-49).

***Improved Heeling Machine***

For use with all heels offers easy and correct alignment of shoe for heeling and nailing. (5-7-49).

***Extruding Upper Cementer***

New unit actually pushes cement through a nozzle onto the work. Pneumatically controlled for constant, even flow. (5-7-49).

***Improved Tanning Process***

Use of alum-retannage process increases wearability and resistance of vegetable-tanned insoles. (5-14-49).

***Oscillating Buffing Machine***

Versatile wide face buffing and shaving machine features oscillating sandpaper covered cylinder for finer and more efficient operation. (5-11-49).

***Canvas Sole-Stitching Machine***

Unusual outsole stitching machine allows automatic feeding and cuts damage by 50 percent in making canvas shoes. (6-4-49).

***Deodorizing Shoe Tree***

Permits insertion of deodorant-soaked cloths. (6-4-49).

***Versatile Heel Ornaments***

Hinged ornaments may be fitted onto heels. (6-4-49).

***Cooling Singer Needle***

Device fitted to Singer sewing machine of lockstitch (rotary) type provides cooling lubricant to needle and thus preserves life. (6-4-49).

***Laceless Shoe***

Shoe with spring steel eliminates use of laces. (6-4-49).

***Combination Edge-Setter***

Simple machine may be used to trim sole edges or set edges. (6-4-49).

***Cement Shoe Press***

Adjustable pad box, manually-controlled, provides exactness in pressure regardless of pitch of the last. (7-2-49).

***Leather Embossing Machine***

Known as Multipress, machine embosses leather with trade marks, designs, etc. and has many versatile features. (7-2-49).

***New Footrule***

Designed to measure the foot under same conditions as in a shoe with any heel height. Of light plastic. (7-2-49).

***Plastic Insole Machine***

New machine cuts out laminated insoles and fuses the edges. (7-2-49).

***Rubber Work Shoe***

America-made rubber with high resistance to chemicals is now used in special industrial boots. (7-2-49).

***Modernized Upper Cementer***

Versatile latex or neo-prene cementing machine is fitted to cement the wrappers of California shoes or the lower edge of uppers in preparation for cement flat lasting. (7-2-49).

***Retaining Counter Shape***

Resilient steel support fits over outside of counter and between shoe lining. (7-16-49).

***New Synthetic Sole***

Claimed to have all requirements of leather sole and can be used for variety of shoes. (7-16-49).

***Automatic Edge Setter***

Provides easier, more automatic control of edge setting operation. (7-16-49).

***Assembling and Molding Machine***

New machine unites shank outsole and other material needed in one operation and provides better visibility and safety features. (7-16-49).

***New Technique In Punching Leather***

Hand or foot-operated machine penetrates leather easily and exactly without sticking in withdrawal. (7-23-49).

***Acryleather***

Treatment of leather with solutions of natural rubber improve quality and strength. (7-23-49).

***Steamless Steel Lixator***

New model Lixate Rock Salt Dissolver has lifetime durability, reduces cost of salt handling and brine production. (7-23-49).

***Increased Leather Porosity***

New process known as "Electo-Vent System of Controlled Porosity" claims to increase porosity of ordinary shoe leather by several hundred percent. (8-13-49).

***Shaving Machine***

Developed in three models, two automatic and one foot-treadle operated, this machine uses Color Dynamics principle for ease of eye-strain and improved worker efficiency. (8-13-49).

***Products from Scrap Leather***

Rolling, milling and pressing process reduces scrap upper or sole leather to leather composition or plastic for various purposes. (8-13-49).

***Improved Rough Rounding Machine***

Utilization of feed point as a cutting face eliminates chewed-up welts and eliminates uneveness. (8-27-49).

***Machine for Retaining Hair or Scales***

For trimming hides or reptile skins so that hair or scales will not fall off after tanning. (8-27-49).

***Machine to Improve Skin Texture***

Cleans and flexes skin as well as staining, dyeing or coloring it. Renders skin soft and pliable. (8-27-49).

***Leather-Like Cotton Felt***

Felt made entirely of cotton contains no wool or animal fibers and can be processed into shoe linings, luggage, handbags, etc. (8-27-49).

***Moisture Determining Method***

New methods makes speedy moisture determinations of leather. (8-27-49).

***Braided Outsole***

New process overcomes fraying, flattening and wearing away of braids. (8-27-49).

***Plastic Cutting Board***

"Rem Board" provides increased plastic thickness and tough, resilient surface for mallet cutting, hand and die cutting on "clicking" machines. (8-27-49).

***New Sole-Attaching Machine***

New press is designed particularly for use with pressure sensitive adhesives but may be used also with pyroxolin cement by adapting jacks to a rotary conveyer. Known as La-Matic Sole-Attaching Press, it is simple and easily operated. (9-3-49).

***Stitching Machine of Larger Bobbin***

Use of larger bobbin permitting winding many times greater in length than prevailing types. (3-24-49).

***Quinine-Resorcinol Tanning Process***

New tanning method gives high quality leather of high shrink temperature, improved skin penetration and decrease in "grain drawing." (9-24-49).

***Slenderizing Shoe Form***

New type shoe form known as Phantom-Top features fresh design emphasizing slenderness and snug-fitting ankle effect. (10-1-49).

***Leather Thickness Gauge***

Pocket-size thickness measure calibrated in leather ounces known as No. 25L for quick on-the-spot checks of hides, leather strips and sheets. (10-1-49).

***Heated Tool for Stitch Separating***

Unique system of applying heat to indenting tool is useful in various machines, especially those employing thermoplastic adhesives. (10-1-49).

***Jack for Slip Lasting***

Unique jack for use in relasting California and other shoes smoothly and efficiently. (10-1-49).

***Hide and Sole Tempering Machine***

For flexing and tempering hides and soles economically and evenly. (10-1-49).

***Leather Muller***

New machine allows steam to rise around sides of shoes, moistens shank and forepart of upper or wrapper, and permits shoe to go to cement-lasting machine well mulled. (10-8-49).

***Welt Sole-Attaching Machine***

A simple, efficient machine for attaching soles to welt shoes with cement. (10-8-49).

***Compressed Air for Lasting Shoes***

Machine employs compressed air as lasting medium. (10-8-49).

***Dehairing Sander***

Small hand-operated sander speedily dehairs some types of hides and skins. (10-22-49).

***New Approach In Wrapper Lasting***

Built in rotary spindle feed makes for faster, easier lasting around the toes. (10-22-49).

***Novel Shoe Compartment***

Zippered "secret shoe compartment" in wedgie type shoe may contain small items. (11-5-49).

***Luminescent Shoe***

Phosphorescent coating on vamp, heel, quarter above the ball or even sunken into insole or sock lining aids location of shoe in darkness. (11-5-49).

***Thermoplastic Ventilated Insole***

Method of constructing ventilated insole with several layers of thermo-

**PRESERVE THIS ISSUE FOR FUTURE REFERENCE**

plastic material placed in laminated form and pressed between two plates. (12-3-49).

***"Outside" Shoe Tree***

Flexible plate conforms to different shoe widths on outside and straightens shoes into desired position. (12-3-49).

***Dual Roughing Machine***

Versatile roughing machine works on lip of channel cut and opposing sole surface. (12-3-49).

***Healthful Insole***

Covered insole permits wearing shoes without stockings during summer without staining, etc. (12-3-49).

***Wrapper Spindling Machine***

New machine spindles wrappers on Californias before lasting. (12-10-49).

***Electronic Last***

Combination of tissue paper, wire mesh and quick-drying plaster contains specially designed electric bulb for heating, drying shoes, etc. (12-10-49).

***Solid Box Toe for Californias***

New process provides for solid box toe in Californias. (12-10-49).

## News Review of 1949

*(Continued from Page 84)*

- Purchases of some 10,000 Argentine light hides, the first in many months, were reported by U. S. traders. More trading was foreseen.

- Uruguay devaluated her peso, lowering prices on hides and skins, oils and tanned leather and manufactures. However, price rises at origin were expected to offset the devaluation as far as U. S. importers were concerned.

- F. A. Ringler Co., New York City, acquired sole rights to Dornbusch Co., Germany, products, including graining and embossing plates, in the western hemispere.

- A price tug-of-war marked the 25th Annual Shoe Manufacturers Spring Opening in New York City. Although rising hide and leather prices forced shoe manufacturers to hold prices firm, buyers were unimpressed, refused to bite heavily.

- Local 202, International Fur & Leather Workers Union, broke with the parent union and set itself up as the Independent Leather Workers. The move was made to gain a place on the ballot of a forthcoming Fulton County, N. Y. bargaining agent election.

- Eric M. Sabiston of Perth Shoe Co., Ltd., was elected president of the Shoe Manufacturers Assn. of Canada for 1950.

- Selby Shoe Co. announced it was moving production of two shoe lines to a factory in Manchester, N. H. The new plant would be called S&S Inc., and would be operated by Louis H. Salvage.

- H. C. Godman Co., Columbus women's and girls' shoe manufacturer, purchased the Air-O-Matic men's shoe factory in Marion, Ind.

● Edward H. Buettner was elected president of Pfister & Vogel Tanning Co., succeeding Frank Belz who resigned after 53 years of service.

● International Shoe Co. announced it would close its Massachusetts shoe plant, manufacturing misses' and children's cement shoes in Manchester, N. H. Closing was attributed to falling demand.

## November

● Massachusetts shoe manufacturers revealed they would urge United Shoe Workers of America, representing nearly 12,000 shoe workers in 13 communities, to accept pay cuts in 1950 ranging from 12½ to 15 cents per hour.

● Mrs. Kate G. Kamen, director of the Patent Leather Bureau, was killed when an Air France air liner crashed and burned in the Azores. Formerly executive secretary of the Guild of Better Shoe Manufacturers, she was returning from Paris.

● Samuel S. Weiss was elected president of the National Shoe Travelers Assn. at its 39th annual convention.

● Florsheim Shoe Co. opened its new modern plant in Chicago after opening day ceremonies attended by leading trade officials.

● The Office of International Trade dropped hides and skins, leather and leather manufactures from the export control "positive list."

● Henry S. Bothfeld was elected president of Angier Products, Inc., Cambridge, Mass., shoe chemicals manufacturer, succeeding the late Donald Angier.

● Albert Wachenheim, Jr. was elected president of the National Shoe Retailers Assn. at its annual meeting in Chicago.

● The National Shoe Fair, fall meeting of the Tanners' Council, and the annual convention of the National Hide Assn. were held in Chicago.

● The Tanners' Council Research Laboratory at the University of Cincinnati marked its 25th anniversary by holding open house.

● U. S. shoe manufacturers expressed concern over the sudden influx of Czechoslovakian shoes on the U. S. market. They were the first to hit the U. S. since 1939.

● Harold Volk was elected first president of the National Shoe Institute, joint promotional organization for shoe manufacturers and retailers.

● Clayton F. Van Pelt, president of Fred Rueping Leather Co., was elected president of the Tanners' Council for 1950.

● Weir Stewart, chairman and treasurer of Marshall, Meadows & Stewart, Inc., Auburn, N. Y., was elected president of the National Shoe Manufacturers Assn.

● The TC Research Laboratory announced development of a new moisture-meter for determining the moisture content of hides and leather.

● Gold Seal Shoe Corp., Boston manufacturing subsidiary of A. S. Beck Shoe Corp., announced it would shut down after its lease expired at the end of the year.

● The NLRB declared the Independent Leather Workers Union ineligible to appear on the ballot in a forthcoming bargaining agent election, claiming the union was in reality a front for IFLWU.

# December

● The Wage and Hour Public Contracts Division of the Dept. of Labor held an informal hearing on a learner provision for the shoe industry. Manufacturers recommended that a regulation be established calling for a 26-week learner period, a starting wage rate of 57½c per hour, and setting of the number of learners needed at any one time at 20 percent of total production workers.

● Hopes for an early settlement of the labor dispute idling 18 Fulton County, N. Y. glove leather tanneries since last summer faded when tannery workers voted against union affiliation in a long-awaited NLRB bargaining agent election. The vote, a virtual victory for the Independent Leather Workers, formerly Local 202, IFLWU, listed 493 ballots for "no union" against 180 for the Textile Workers Union, CIO, and 144 for United Leather Workers Union, AFL.

● Visiting buyers at the Popular Price Shoe Show of America showed more inclination to shop than buy although manufacturers expected good orders to come in later as a result of the Show.

● USWA said its worker-members employed in Massachusetts shoe factories would go on strike at the beginning of the year unless a wage agreement were signed by the end of December. The union asked for a 15 percent wage increase.

● The Government said it was making a study of anti-trust conditions to aid the shoe and leather and other industries on this problem. Emphasis would be placed on the "positive" approach by educating manufacturers to comply with the law, it said.

● Maine shoe manufacturers were denied their request for the institution of a 12 percent wage cut among workers in the area. Decision was made by Gen. Charles H. Cole who acted as sole arbitrator.

● Despite a warning by the Tanners Assn. of Fulton County that tanneries would remain closed in the event of a "no union" vote at an NLRB bargaining agent election, workers voted in favor of "no union" by a healthy majority.

● Frank C. Rand, chairman of the board of International Shoe Co., died at the age of 73.

● Local shoe manufacturers in Massachusetts petitioned the state legislature to set up a committee for studying industry conditions. The purpose of the study was to halt further migration of shoe factories from the State.

● Saul Katz of Hubbard Shoe Co., Rochester, N. H., was elected president of The 210 Associates, national philanthropic foundation for the shoe and leather industry.

● Canadian shoe manufacturers predicted that shoe prices in Canada would rise anywhere from two to 12 percent next Spring.

● Paul Simons, president of Simons Hide & Skin Corp., Boston, was re-elected president of the Boston Hide & Skin Brokers Assn. for 1950.

● Byron A. Gray, president of International Shoe Co., told a Senate subcommittee studying "price spreads" that he saw no prospect for lower shoe prices if quality and materials were maintained.

## Tanning Materials . . .

*(Concluded from Page 37)*

costs mean slimmer profits, too. But the minority "higher" group sees some opportunities. "Our inventory losses due to price declines affected 1949 profits. The year ahead can't be poorer, it must be better."

### Sales Promotion

**6. Do you plan any expansion of sales promotion activities for 1950?**

Yes, 71 percent; no, 19 percent.

Almost all of the "yes" firms were very positive in their opinions. More sales promotion "very definitely." ". . . Everything we can give it." ". . . Will intensify sales effort to increase volume." ". . . Will have to work like hell." ". . . Plan to do everything possible."

Many expressed concern about increasing inroads of substitute materials in the leather field—not only synthetic soles but synthetics applicable to shoe uppers, upholstery, personal leather goods, etc. Frequent anxiety was expressed about "tanners' lethargy" in combatting this competition. Several said they'd be willing to tie in with a cooperative promotional program for leather, if tanners take the lead.

## Sole Leather . . .

*(Concluded from Page 23)*

Same, 42 percent; lower, 29 percent; higher, 29 percent.

The "lower" group said profits were nil and outlook was for the same condition. "Higher" group was more optimistic, feeling that stronger selling could raise volume (regaining lost ground from the substitutes) and realize a decent profit. There was a grim note from those voting "same": "Determined to permit no further decline."

### Promotion

**7. Does your firm plan more, less or about the same promotional activities for the year ahead as compared with 1947?**

Same, 62 percent; more, 38 percent; less, none.

Many vigorous voices here for stronger promotion of sole leather. These tanners, harder hit by substitutes, are more conscious of "outside" competition and hence more conscious of promotion. Almost none of this group thinks that enough promotion is being done in his field. Many spoke of "co-operative promotion and advertising." And one called 1950 "Custer's last stand for the sole leather tanners."

## Shoe Materials

*(Concluded from Page 43)*

### Promotion

**6. Do you plan any expansion of sales promotion activities for the coming year?**

Yes, 81 percent; no, 19 percent.

The "yes" group was vigorously positive: "Yes—or we dry up." ". . . An absolute necessity to hold our position against tougher competition." ". . . The only way to offset lower profits and higher costs is to increase sales volume — and that means aggressive sales promotion." Most sales promotion will go straight to the target—the shoe manufacturer. The "no" group—many of its members—is already operating extensive sales promotion, has no plans at present to expand.

## Kid Leathers

*(Concluded from Page 18)*

**tional activities as compared with 1949?**

More, 53 percent; same, 47 percent; less, none.

"This is hardly the time to relax on selling effort," was the gist of many opinions. Those voting "same" said they were already doing substantially more promotion than prewar, and intended to maintain it. The "more" group felt that a hard-hitting selling job could appreciably increase kid leather sales. Significantly, none considered doing less promotion.

## Sheep Leathers . . .

*(Concluded from Page 25)*

through. Also much mentioned were "external pressures"—taxes, freight charges, restrictive government policies, etc.

### Promotion

**8. Does your firm plan more, less or about the same promotional activities for the year ahead as compared with 1949?**

More, 53 percent; same, 29 percent; less, 18 percent.

The substantial vote of the "more" group is significant. The gist as expressed by one member: "With profits looking thinner, increased volume is the one hope. And, in the face of unsettled prices, this will take plenty of selling. In short, plenty of strong, consistent promotion."

## Shoe Chains . . .

*(Concluded from page 84)*

new to try." ". . . Are returning to old tried-and-proved methods." ". . . Tightening operations." ". . . Creating customer incentives in attempting to increase pairage sales." ". . . Using personal phone calls."

### Expansions

**9. Do you plan any expansion of facilities or operations for 1950?**

No, 70 percent; yes, 30 percent.

Significant comment of the "nos": If we come over the questionable hump of 1950, then we'll go into action on expansions for 1951. Comment of the "yes" group: With competition really toughening, now is the time to extend operations and fight hard for increased volume.

**PRESERVE THIS ISSUE FOR FUTURE REFERENCE**

## Women's Shoes . . .

*(Concluded from Page 34)*

### Profits

**7. Do you foresee your profits as higher, lower or about the same as 1949?**

Lower, 68 percent; higher, 21 per cent; same, 11 percent.

The story here fits the pattern of most branches of the shoe and leather industry: the squeeze of higher costs and inability to raise prices to match and thus hold margin profits.

## Juvenile Shoes . . .

*(Concluded from Page 15)*

by adequate price increases to pay the costs. Comments: "Profits should be higher, but higher costs will bite into profits even wth allowable price increases." ". . . "We look for lower profits by 5-10 percent." However, one-fifth believes that profits will rise 5-8 percent—chiefly by virtue of increased sales volume at lower net profits.

## Boot & Shoe . . .

*(Concluded from Page 46)*

**Organization:** The Boot and Shoe Workers' Union, an affiliate of the AFL for over 50 years and the oldest organization of shoe workers in existence, has contracts and working agreements with manufacturers of all types and grades of shoes in 21 states and in Canada. Union membership numbers over 50,000 shoe workers, all actively employed.

**Other Unions:** There is no common ground on which we could meet with other organizations of shoe workers in an effort to cooperate. Most of them are secession movements from ours, the parent body. However, it is still one of our fondest hopes that one day all shoe workers will be members of one big union of shoe workers. To that end, we would welcome discussion with interested parties, provided they are tried and true American citizens, not Communists or radicals who are not very much interested in the welfare of the shoe workers.

**CIO . . .**

(*Concluded from Page 46*)

360 contracts in shoe and allied industry plants throughout country. Union claims 50,000 membership, is constantly seeking to enlist new members, organize non-union plants wherever possible. Defeated last year in big bargaining agent election in Brockton but is particularly strong in Massachusetts shoe centers, where it represents estimated 11,000 shoe workers in some 82 plants. Strong representation throughout New England, which is expected to follow result of pending 1950 contract in Massachusetts. Represents majority of New York City shoe workers, has good representation in Midwest.

**Minimum Wage:** Has continually supported Administration minimum wage drive. Now campaigning for higher minimum on all government shoe contracts. Present minimum is 40c per hour. USWA reputedly sought 80c minimum at informal hearings before Wage-Hour Board last summer, may now ask for even higher figure with Federal minimum set at 75c.

**Outlook:** USWA sees good business, employment prospects for 1950. Shoe production estimated better than in 1949, sales outlook encouraging. Admits manufacturers profits may be tighter but feels profit margin still ample to allow for increased worker benefits.

**Brotherhood . . .**

(*Concluded from Page 46*)

a membership of 7000 workers employed in approximately 50 plants manufacturing shoes and allied products. Plans for the coming year call for the organizing of several more factories in the area with which we formerly held agreements. In addition, we hope to organize other factories which have held no contracts with us in the past. Such organizing is a matter of great importance to us and we will spare no efforts to reach definite agreements with these firms.

**Outlook:** Business prospects in the shoe factories where the BSAC is bargaining agent appear quite favorable for the coming year. Based upon a seasonable sales outlook, we feel confident that employment as well as business in Brockton will be more or less stable and comparable to the present in every respect.

# EDITORIAL INDEX of 1949

The two volumes of LEATHER and SHOES published during 1949 are indexed in this issue for the convenience of those who wish to refer to news items, articles, photos, tables, etc., published during the year.

For convenient use, this index is divided into several sections by major topics, and each news item or article is indexed in alphabetical order according to its main subject, which is indicated by capital letters.

This index includes all headlined items which are classified under the following:



The index does not include items without headlines such as Spot News, Dividends, Business Changes, New Firms, and Financial Changes.

## GENERAL NEWS

### A



### B



### C

## GENERAL NEWS . . . *Continued*

## GENERAL NEWS . . . *Continued*



### G



### H

## GENERAL NEWS . . . *Continued*

## GENERAL NEWS . . . *Continued*



### M



### N

## GENERAL NEWS . . . *Continued*



### O



### P



### Q



### R



### S

## GENERAL NEWS . . . *Continued*

# FOREIGN NEWS

## MILITARY BIDS AND AWARDS

## FEATURE AND SPECIAL ARTICLES

## U



## W



# DEATHS

## A



## B

## C

Camenker, Rueben . . . 45, Peabody leather mfr.—April 30—29
Cameron, Robert G. . . 81, pres. Cameronn Mfg. Co.—Feb 26—16
Carpenter, Robert R. M. . . 71, dir. and former vice pres. E. I. DuPont de Nemours & Co.—June 18—34
Carr, Louis H. . . 81, former gen. supt., Geo. E. Keith Co.—April 2—42
Caswell, Austin B. . . 76, former traffic manager with Pfister & Vogel Tanning Co.—Jan. 22—34
Cavagenet, Eugene . . . vice pres. Otto H. Oppenheimer Co.—Jan. 22—34
Cayo, George A. . 60, well-known shoe factory foreman in New England—Aug. 27—18
Christy, Frank W. . . 67, vice pres. Vulcanide Shoe Machy. Corp.—Oct. 22—63
Clapp, Edmund L. . . 79, office mgr. Brooks Bros. Lea. Co.—April 9—34
Clarke, J. Russell . . . 68, sales mgr. Endicott-Johnson Shoe Corp.—Jan. 15—37
Cohen, Alec . . . 54, prominent New England shoe mfr.—Aug. 27—18
Cohen, Harry Z., pres. American Sponge and Cjamois Co.—Dec. 10—28
Corell, George . . 59, women's shoe designer—Jan. 22—34
Cotter, Charles F. . . 71, former head Cotter Shoe Co.—Sept. 3—35
Cotton, Abraham . . . 67, pres. McBreen Shoe Co.—June 4—46
Cowdery, Frank D. . . secretary Albany Felt Co.—Sept. 3—35
Cuetara, Salvador . . . owner of Cuetara Bros.—Sept. 3—35

## D

Dages, Walter T. . . 80, engineer for American Oak Lea. Co.—April 16—58
Dalton, William A. . . former shoe buyer John Wanamaker Stores—May 28—83
Daniels, Thomas . . . 54, supt. L. V. Marks Shoe Co.—July 16—33
Day, Joseph A. . . gen. mgr. Columbus Belting & Supply Co.—Feb. 12—42
Dennett, Nathan W. . . 80, retired wholesale leather dealer—April 30—29
DeWitt, William J., 68, pres. Shoe Form Co.,—Feb. 12—41
Dietz, Martin . . . 79, foreman for Dunn & McCarthy, Inc.—Sept. 3—35
Dolphin, Walter R. . . 66, head of Walter R. Dolphin Co.—July 2—37
Doherty, Daniel J. . . salesman for USMC for past 40 years—Oct. 15—12
Dow, Fred. W. . . 72, pres. Frederick W. Dow Lea. Co.—June 18—34
Donovan, Richard P. . . 77, former partner in Donovan-Giles Shoe Co.—Sept. 24—21
Dow, Willard H. . . 52, pres. Dow Chemical Co.—April 9—34

## E

Eardley, Dora B. . . 76, vice pres. C. E. Williams Shoe Co.—Jan. 1—42
Eaton, William E. . . 84, retired Mass. leather mfr.—Nov. 19—38
Edmands, Frederick L., 74, foreign patents attorney for USMC—Nov. 12—12
Ellis, George H. . . . 76, retired wood heel mfr.—Feb. 5—41
Emery, William F. . . 58, pioneer in the development of chemical dept. of International Shoe Co.—Jan. 22—34
Englebrecht, William F. . . 73, retired shoe executive—July 16—34

## F

Farrell, Thomas W. . . 80, senior salesman for Eberle Tanning Co.—Sept. 17—32
Faunce, Leroy L. . . 62, dean of Mass. shoe pattern makers—Nov. 19—38
Felten, Nicholas J., director and Chicago representative of Richard Young Co.—Dec. 10—28
Fenner, Frederick S. . . 81, salesman Colt Shoe Co.—May 21—34
Fitts, Harry J. . . 74, formerly executive with Weyenberg Shoe Co.—May 7—34
Fitzgerald, Sue . . . 65, manager Chicago hide buying office International Shoe Co.—May 14—33
Fitzsimmons, James L. . . 60, supt., Moran Shoe Co.—Oct. 1—12
Flaccus, Edward H. . . 62, founder of former William Flaccus Oak Lea. Tannery—Aug. 6—36
Flanigan, Thomas F. . . 76, pres. Marlboro Cut Sole Co.—Feb. 12—42
Flynn, Henry C. . . 45, second vice pres. Krippendorf-Dittman Co.—March 12—38
Franceschini, Rocco . . . 50, pres. United Shoe Workers Of America, CIO—Jan. 1—41
Frank, John F. . . 64, veteran shoe salesman—Feb. 26—15
Freeman, R. E. . . 64, chairman, Freeman Shoe Corp.—Feb. 12—41
Freimuth, Edwin . . . 58, salesman Endicott-Johnson Corp.—April 23—26
Freydberg, Mrs. Aaron . . . wife of chairman of the board of Acme Backing Corp.—Aug. 27—85

## G

Gardiner, George B. . . 62, retired Lynn shoe mfr.—May 28—83
Gerhardt, Herman . . . 80, retired supt. Schell Lea. Goods Co.—April 23—26
Girard, Peter E. . . retired lea. merchant in Lynn, Mass.—Nov. 26—38
Goldstein, Henry . . . 75, pres. Henry Goldstein Shoe Co.—June 11—40
Gorewitz, Max . . . 70, founder Max Gorewitz & Co.—Sept. 17—32
Greene, Nelson A. . . 52, vice pres. Watlow Electric Mfg. Co.—July 16—33
Greene, Thomas E. . . owner Greene Lea. Co.—July 30—34
Greenawald, Allen R. . . shoe manufacturer—Feb. 5—42
Greenberg, Mrs. Sadie . . . wife of John Greenberg, Boston leather merchant—May 7—34
Greenstein, Morris . . . 72, owner Philips Shoe Co., Haverhill—March 19—33
Griffin, Lawrence J. . . government shoe inspector—April 16—58
Gutterman, Albert B. . . 46, pres. Gutterman Handler, Inc.—March 19—33

## H

Haffner, Frank . . . 80, veteran leather craftsman—March 26—29
Ham, Joseph M. . . 83, retired shoe salesman—April 30—29
Hamilton, David . . . 75, bookkeeper Charles E. Greenman Co.—Aug. 27—93
Hapgood, Powers . . . 49, widely-known labor organizer—Feb. 19—33
Harlow, Herbert H. . . 76, former gen. mgr. Bion F. Reynolds Shoe Co.—Nov. 12—12
Harrigan, Joseph . . . former foreman Hurley Shoe Co.—Oct. 1—12

Hartman, David . . . 98, retired shoe mfr. and founder of Hartman Shoe Co.—Jan. 15—37
Hasey, Fred L., 67, executive vice pres. George E. Keith Shoe Co.—Jan. 15—37
Hennessey, William J. . . 66, former Lynn, Mass., shoe mfr.—July 16—32
Higier, Daniel H. . . 55, co-founder of Superb Glove Co.—June 11—41
Higgins, David M. . . 55, chief chemical operator, Grasselli works of DuPont—Jan. 29—34
Higgins, John W. . . salesman for Heywood Shoe Co.—May 21—34
Hirte, Theordore R. . . 44, foreman at International Shoe Co. plant in Chester, Ill.—Aug. 27—93
Hodges, George G. . . 69, president of George G. Hodges, Ltd.—July 9—66
Hogan, James J. . . 63, former supt. with International Shoe Co.—Feb. 26—16
Hommon, Ben C. . . 72, pres. of Wolfe Wear-U-Well Corp.—Aug. 27—18
Hopkins, Nathaniel B. . . 71, former Haverhill shoe mfr.—Jan. 29—34
Hornsby, G. H. . . 74, salesman for USMC—May 21—38
Howard, George M. . . 86, retired supt. Geo. E. Keith Co.—Sept. 17—40
Howe, Owen C. . . senior partner Sands & Leckie—March 12—38
Hubschman, Harry . . . 60, former vice pres. E. Hubschman & Sons, Inc. July 9—66

## J

James, Robert L. . . 57, pres. R. L. James Co.—Jan. 22—34
Julian, William A. . . treasurer of U. S. and outstanding stockholder in Julian & Kokenge—June 4—46
Julian, Gertrude M. . . 80, wife of William A. Julian, U. S. Treasurer—April 2—42

## K

Kaltenbacher, Joseph . . . 70, pres. Seton Leather Co.—Jan. 15—36
Kauder, Fred S. . . 66, shoe manufacturer—Jan. 1—42
Kaufman, Milton . . . 81, pres. Kaufman & Falk—Nov. 5—38
Kidd, Frank H. . . 73, chairman executive committee Austin Shoe Stores—April 30—29
Kidney, Roy A. . . 76, former pres. Lyttle & Weeman—Aug. 20—25
Kidwell, Paul . . . salesman, Selby Shoe Co.—April 23—26
Kraus, Eugene C. . . 73, prominent figure in hide and tallow business for many years—Sept. 17—32
Krause, Louis A. . . 76, retired glove mfr.—Feb. 5—41
Kroening, Gustave F. . . 69, production foreman at Lake States Footwear Co.—Feb. 26—16
Kurz, William G. . . 85, former supt., finishing dept. Blanchard Bros. & Lane Co.—June 11—40

## L

Laprel, Alfred J. . . 48, owner of York Heel Co.—Jan. 29—33
Lay, William H. . . 91, retired shoe pattern mfr.—June 25—33
Leach, Morton, Leather findings wholesaler of Astoria, N. Y.—Dec. 10—28
Lee, Bernard S., 68, head, electrical dept. USMC Beverly plant—May 28—83
Legault, Elzear J. . . 52, supt. Lincoln Shoe Co.—July 16—32
Leiser, Herman H. . . 66, former salesman, Weyenberg Shoe Mfg. Co.—Oct. 29—14
Lesh, H. Frederick . . . 76, chairman of the board, Kistler, Lesh & Co.—July 9—66
Levin, Nathan . . . 46, vice pres. of H. Scheft Co.—Sept. 17—40
Lieber, Mrs. Emma L. . . 76, wife of Oliver L. Lieber—July 16—34
Lippmann, Louis L. . . 48, pres. H. Lippmann Sons—Aug. 6—36
Lipson, Samuel . . . 54, pres. Lipson Shoe Co.—Aug. 6—36
Livermore, Scott P. . . 68, prominent executive with Amalgamated Lea. Co's.—March 12—38
Loew, S. Robert . . . 53, vice pres. B. Friedman Shoe Co.—June 25—33
Lomasney, Gregory T. . . 61, foreman, Walton Shoe Co.—Nov. 26—38
Lorentzen, Franz C. . . 56, foreman, Raser Tanning Co.—March 19—34
Ludwig, Miss Anna R. . . retired partner in W. D. Cost & Co.—July 16—32
Lyon, Gregory O. . . 52, pres. Lyon Leather Co.—Aug. 27—18
Lyster, T. L. B. . . 70, former chief engineer Hooker Electrochemical Co.—Aug. 27—93

## M

Marrs, Arthur . . . 56, supt., Prime Tanning Co.—Jan. 15—37
Marshman, Clifford G. . . 44, salesman for C. E. Becker Co.—July 16—32
Martin, Leo C. . . 55, Midwest sales representative for tanning material firms—June 11—41
Martin, Martin A. . . 62, former supt., A. Grosvenor Shoe Co.—March 19—33
Matthews, Charles J. . . 85, retired pres. C. J. Matthews & Co.—Jan. 15—34
May, Howard I. . . 56, West Coast sales rep. Samuels Shoe Co.—June 11—40
McEachren, Donald . . . 69, harness and lea. operator—Feb. 5—41
McCutcheon, Paris S. . . 61, pres. Ideal Baby Shoe Co.—Nov. 5—38
McElwain, Robert P. . . 69, supt., International Shoe Co.'s Marshall, Mo., plant—Sept. 24—21
McGrath, James B. . . 59, pres. Premier Glove Mfg. Co.—June 25—33
McKean, Newton H. . . 65, traffic manager Commonwealth Shoe & Lea. Co.—Nov. 5—38
McManus, James F. . . 53, dept. manager USMC—Sept. 17—40
McManus, Mrs. Margaret J. . . . widow Charles H. McManus, lea. mfr.—June 11—41
Meinke, William A. . . 57, vice pres. Hess & Drucker Co.—June 11—40
Mills, Clinton G. . . pres. Garnett Leather Co.—Sept. 17—32
Minner, Sam . . . pres. Minner & Co.—Feb. 5—42

## N

Nelson, L. Haviland . . . founder of Nelson-Roney Co.—July 2—37
Nestor, Agnes . . . charter member International Glove Workers Union—Jan. 15—34

## O

Otting, Bernard J. . . 73, retired supt., The American Oak Lea. Co.—May 21—34

## P

Packard, Lester E. . . 65, ranking executive with Avon Shoe Co.—Oct. 22—63
Partenope, O. A. . . sales representative The Linen Thread Co.—Oct. 22—63
Patten, Frank A. . . 74, former mayor of Gloversville and pres. Liberty Dressing Co., Inc.—Nov. 5—39
Patton, Ashley W. . . 65, pres. A. W. Patton Co.—Jan. 1—41
Paxton, William . . . 77, retired shoe wholesaler—Oct. 29—14
Pedrick, George E. . . 71, retired official Ireland Glove Co.—June 11—40
Philbrick, George A. . . 85, former salesman for Commonweath Shoe and Lea. Co.—Jan. 29—33
Plumer, William G., retired pres. Plumer Leather Co.—Oct. 8—34
Polten, Jacob . . . 67, retired head National Hat & Glove Co.—April 30—29
Price, Charles G. . . 51, pur. agent, Armstrong Cork Co.—March 12—38
Putnam, John A. . . 79, dean of Chicago's wholesale shoe jobbers—Feb. 26—16

## Q

Quinn, Frederick A. . . 79, pres. K. J. Quinn & Co.—July 23—26
Quinn, George B., 80, former shoe pattern designer—Aug. 20—25

## R

Rampe, John P. . . 81, associated with Miller Shoe Co. for 25 years—May 14—33
Rand, Frank C.—73, chairman of the board International Shoe Co.—Dec. 10—9
Ray, Anna . . . 60, wife of Sam Ray, pres. Marquette Glove Corp.—Feb. 26—16
Ray, John E. . . 81, retired shoe salesman—June 11—40
Reed, Edgar M. . . 60, vice pres. E. P. Reed & Co.—July 30—34
Rees, Louis D. . . formerly associated with Hans Rees Sons, Inc.—Feb. 26—16
Reis, Joseph B. . . 87, pres. Belleville Shoe Mfg. Co.—Sept. 17—32
Roberts, Jay H. . . 51, pres., Stone Shoe Co.—April 30—29
Robinson, Fred O. . . 88, former partner Boston Leather Stain Co.—April 9—34
Roentz, Oscar C. . . 59, part owner of H. C. Roentz Co., Oshkosh, Wis.—March 26—30
Rohde, Carl E. . . 62, retired from Engineering Dept. International Shoe Co.—Aug. 27—93
Rosen, George M. . . 67, head Boston sales div. Marion Shoe Co.—June 25—33
Roth, Fred . . . 60, pres. Whitney-Roth Shoe Co.—Sept. 17—32

## S

Salloway, Michael . . . 39, mgr. N. Y. offices Korn Leather Co.—April
Sandberg, Charles A. . . 86, retired employe pattern dept. USMC—March 12—38
Saxe, Samuel D. . . 61, prominent New England shoe mfr.—Nov. 26—38
Scheer, Marco . . . treas. Craft Shoe Co.—Oct. 22—63
Schultz, Jacob . . . 64, founder and owner Schultz Shoe Co.—Sept. 24—21
Seidel, Erwin A. . . 54, pres. Seidel-Thiele Tannery, Inc.—Acg. 20—25
Selby, Mrs. Adelaide H. . . wife of Mark H. Selby, director Selby Shoe Co.—March 12—38
Semmelmeyer, John A. . . 70, pres. Semmelmeyer Co., Inc.—July 16—34
Shaner, S. E. . . 55, sales manager National Shoe Co., div. Craddock-Terry Shoe Corp.—June 25—33
Shapiro, Abraham . . . 65, dean of N. E. rubber shoe trade—Feb. 26—15
Sheffield, William H. . . 75, pres., Innis, Speiden & Co.—July 30—33
Sherman, Roger J. . . 73, retired shoe mfr.—Sept. 17—40
Shields, Francis J. . . 56, pres. Shields Slipper Corp.—Sept. 3—35
Shoemaker, Louis J. . . 64, pres. A. B. Ziegler Co., Inc.—April 16—58
Sim, Peter A. . . 75, prominent Peabody Leather Mfr.—May 14—33
Sloan, Mrs. Mary Carter . . . 92, widow of late James M. Sloan, vice pres. Hamilton Brown Shoe Co.—July 2—38
Small, Freeman B. . . traffic mgr. W. L. Douglas Shoe Co.Feb. 26—16
Solomon, Bernard . . . 84, pioneer Oklahoma lea. merchant and mfr.—Sept. 24—21
Spinney, Frank C. . . 85, retired Lynn shoe mfr.—Aug. 20—25
Spiwak, Max . . . 64, former owner harness shop Newburgh—June 11—41
Stanton, John L. . . 58, pres., McNichol-Taylor, Inc.—March 12—38
Starr, Nelson A. . . 73, salesman for the Eagle Luggage Co.—Feb. 26—15
Stehling, Joseph J. . . 73, pres. Chas. H. Stehling Co.—Aug. 6—36
Stevens, James E., retired shoe salesman of Providence, R. I. — Dec. 10—28
Stilwell, Archibald . . . 70, inventor of Korry-Krome tanning process—March 19—34
Stis, Russell . . . 42, partner in Allen-Stis Leather Co.—Oct. 1—12
Straw, Luther G. . . 85, pres. Marston-Brooks Shoe Co., Hallowell, Me.—March 19—34
Sturn, Frank D. . . 82, formerly associated with USMC—Sept. 3—35
Suhre, Mrs. Anna L. . . 78, widow of William R. Suhre—April 16—58
Sweasy, J. R. . . 65, pres. Red Wing Shoe Co.—Feb. 5—41

## T

Tapley, Warren M. . . 92, retired Derry, N. H. shoe mfr.—Nov. 19—38
Tarlow, Aaron, pres. Tarlow Cut Sole Co.—Dec. 10—28
Taylor, Addison A. . . 57, St. Louis district mgr. for USMC—Nov. 19—38
Taylor, Frank . . . 79, pres., Thomas Taylor & Sons, Inc.—July 16—33
Taylor, George J. . . 84, retired purchasing agent for W. L. Douglas Shoe Co.—Aug. 13—38
Taylor, John A., wholesale glove dealer of Rochester, N. Y.—Dec. 10—28
Taylor, W. J. . . 72, retired pres. Taylor Belting Co.—April 16—58
Thayer, Edward C. . . 85, former pres. Claflin, Thayer & Co.—Feb. 19—33
Thompson, Martin D., supt. sole leather dept. Geo. E. Keith Co.—April 30—29
Tiedemann, Herman C. . . 62, owner Tiedemann Lea. Co.—Feb. 12—42
Timm, Edward N. . . 84, retired salesman for Griess-Pfleger Tanning Co. —July 23—26
Thomas, James L. . . 75, supervisor of the tool designing dept. USMC—Sept. 3—35
Thompson, Amos W. . . 68, mgr., Hewetson Shoe Co.—Oct. 8—34

## V

Varner, Joseph W. . . 53, mgr. The American Oak Leather Co. office in Louisville—Oct. 29—14
Verner, Mrs. Margaret W. . . 89, widow of Clifton A. Verner—Oct. 15—12
Vickery, Fred . . . 72, well-known Gloversville glove mfr.—March 19—34
Vine, Elwood N. . . 91, retired shoe mfr.—Jan. 22—34

## W

Warrinton, John E. . . 68, leading figure in the Canadian boot and shoe industry—Nov. 19—38
Watkins, Horton . . . 71, retired vice pres. International Shoe Co.—July 9—66
Weinbrenner, Albert H. . . 84, chairman of the board, Albert H. Weinbrenner Co.—July 9—66
Weyenberg, Sylvester A. . . 51, vice pres. Simplex Shoe Mfg. Co.—July 2—37
Wharton, Glenn G. . . 67, pres., Kirkendall Boot Co.—July 30—33
White, Sir George . . . 81, prominent British shoe mfr.—Feb. 5—42
Wickman, William G. . . 79, retired pres. former Madison Leather Co.—July 23—26
Wilder, Henry . . . 62, N. Y. shoe wholesaler and retailer—June 11—41
Willard, Donald . . . 39, vice pres., Hilts-Willard Glove Corp.—Oct. 8—34
Willett, John H. . . 84, retired shoe salesman and Lynn shoe mfr.—Jan. 29—34
Williams, Ernest . . . 80, formerly supt. Goodwill Shoe Co.—July 2—38
Winkley, Erastus E. . . 82, retired shoe machinery engineer—Feb. 19—33
Wisenthal, Isadore . . . 60, pres., Stag Shoe Co.—Sept. 24—21
Woefle, W. R. . . pres., W. Woefle Shoe Mfg. Co.—Aug. 27—85
Wolfheim, Hugo . . . 67, foreman, maintenance dept., J. Greenebaum Tanning Co.—Nov. 19—38
Wonson, Col. Harold S. . . 64, treas. Commonwealth Shoe & Lea. Co.—July 30—34
Woodward, Norman L. . . 74, co-founder of Sterling Last Corp.—March 26—29

## Y

Young, Ebenezer G. . . 87, retired Lynn, Mass. leather mfr.—April 16—58

## Z

Zarrella, James . . . pres. Otis Leather Co.—Sept. 24—21

## AUTHORS

## EDITORIALS

## NEW DEVELOPMENTS AND INVENTIONS

## NEW IDEAS IN SHOEMAKING



## PHOTOS AND ILLUSTRATIONS

## PORTRAITS

## TABLES AND CHARTS

## SHOE DESIGNS AND SHOE FASHION FEATURES

**PRESERVE THIS ISSUE**

**FOR FUTURE REFERENCE**

# *Index To Advertisers*


Greetings
AMERICAN HIDE and
LEATHER COMPANY


Lounge-Abouts
by
Crosby Square
Authentic Fashions
IN MEN'S SHOES
FINGER GORES OF
SHUGOR
Reinforced Edge ®
TAYLORED-TO-FIT
COPR. 1949 THOMAS TAYLOR & SONS INC.
ADVERTISED
IN THE
September Issue
of
Esquire
THOMAS TAYLOR & SONS Inc., HUDSON, MASS.